

# LALITA A. MANRAI

## **PERSONAL DATA:**

Office Address: 217 Alfred Lerner Hall  
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## **EDUCATIONAL BACKGROUND:**

Ph.D.: Northwestern University, Kellogg Graduate School of Management, 1987, Marketing  
M.B.A.: Indian Institute of Management, Ahmedabad, India, 1976, Marketing  
B.E.: National Institute of Technology, Raipur, India, 1971, Mechanical Engineering

## **ACADEMIC EXPERIENCE:**

<b>Professor</b>	University of Delaware, 2000 - Present
<b>Associate Professor</b>	University of Delaware, 1994 - 2000
<b>Assistant Professor</b>	University of Delaware, 1987-1994
<b>Instructor</b>	Northwestern University, 1985-1986
<b>Teaching/Research Assistant</b>	Northwestern University, 1982-1986

## **Courses Taught:**

International Marketing Management (Graduate)  
Marketing Management/Administration (Graduate)  
International Marketing (Undergraduate)  
Principles of Marketing (Undergraduate)  
Principles of Marketing (Undergraduate - Honors)  
Consumer Behavior (Undergraduate)

## **Executive Education:**

International Marketing Management at the UD-DuPont MBA Program  
International Marketing Management at the UD-MBNA MBA Program  
International Marketing Management at the UD-EMBA Program

## **SCHOLARLY AFFILIATIONS: (past and/or present)**

Member, Academy of Marketing Science (AMS)  
Member, European Marketing Academy (EMA)  
Member, American Marketing Association (AMA)  
Member, Association for Consumer Research (ACR)  
Member, International Society for Marketing and Development (ISMD)  
Member, The Institute of Management Science (TIMS)  
Member, International Management Development Association (IMDA)  
Member, International Association for Intercultural Communication Studies (IAICS)

**AWARDS, GRANTS, ACADEMIC HONORS AND RECOGNITIONS:**

Recipient, 25-year Service Award, University of Delaware, 1987-2012

Distinction of Being the First Female Faculty Member to be Promoted to the Rank of Full Professor in the History of the Lerner College of Business and Economics at the University of Delaware: Promoted in 2000.

Keynote Speaker, "Challenges of International Marketing for US Companies" with Manrai, A.K. at the Third International Business Congress, UPC, Lima, Peru, October 13, 2010.

Nomination for "Kinnear Best Article Award," 1998-2000. Issues of the *Journal of Public Policy and Marketing*, Paper Title, "How Super are Video Supers: A Test of Communication Efficacy" with N. Murray & A. K. Manrai, Vol. 17, No. 1, pp. 24-34: Announced December 2001.

Leon and Margaret Slocomb Professional Excellence Award for Qualities of Exemplary Leadership and Mentorship, College of Business and Economics, University of Delaware: May 1999.

Nominated for University of Delaware Excellence in Teaching Award: 1995-96, 1996-97

Featured in *Profiles in Business and Management: An International Directory of Scholars and Their Research*: 1995-96, (Vol. 2), 1996-97 (Vol. 3), Boston, MA: Harvard Business School Publishing.

Principal Investigator - Research Grant from The William Davidson Institute at the University of Michigan Business School for the project, "Competition in Transitional Economies of Poland and Romania: A Comparative Analysis of Strategies and Tactics Used by U.S. Multinationals Versus Local Companies," 1996-2001.

International Research Collaboration Mini Grant, Center for International Studies, University of Delaware: 1995-96

International Travel Award, Center for International Studies, University of Delaware: 1990, 1991, 1992, 1993, 1995, 1996, 1998, 1999, 2000, 2001

Summer Research Grant (GUR), University of Delaware: 1991

Summer Research Grant (FIRE Center), University of Delaware: 1990

Women Scholars Travel Award, University of Delaware: 1989, 1990, 1998, 2000, 2001

Research Mini Grant, University of Delaware: 1988, 1990

Summer Research Grant (College of Business & Economics), University of Delaware: 1988, 1989

Northwestern Fellow & Scholar: 1983-1986

MSI Award for Dissertation Studies: 1986

Stuart Henderson Britt Award for Outstanding Performance during Ph.D.: 1985

Merit Scholar during MBA Studies: 1975-1976

Merit Fellow & Scholar during Engineering Studies: 1966-1971

First Position in High School: 1963-1966

**WORLDWIDE TRAVEL EXPERIENCE:**

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 87 countries using a classification scheme similar to that of the Lonely Planet publishing company. This classification is used for examination of some research issues I am interested in, such as, 1). Study of the relationship between geography, history, culture, and consumer behavior, 2). comparative studies of tourism potential and marketing of geographically, historically or culturally unique world regions and sites such as capes, islands, peninsulas, National Park System (NPS) sites, UNESCO World Heritage Sites (WHS), etc.

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

**RESEARCH INTERESTS:**

I have a total of 118 refereed publications until date. Three main areas of my research are:

- Comparative Studies of International Marketing, Marketing in International Settings, and Global Perspectives in Competitive Marketing Strategy (38 refereed publications)
- Cross-Cultural/Cross-National Consumer and Business Behavior, Consumer and Business Behavior in International Settings, and Global Perspectives in Consumer and Business Research (42 refereed publications).
- Consumer Decision Making (Perceptions, Evaluations, Preference, Choice), Consumer Responses to Advertising and Marketing Communications, Consumer Satisfaction/Dissatisfaction, and Brand Loyalty/Brand Switching Behavior (38 refereed publications)

**REFEREED RESEARCH PUBLICATIONS: JOURNAL ARTICLES:**

1. 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.
2. 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.
3. Jayaram, D., A.K. Manrai, and 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.
4. 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, pp. 63-71.
5. 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.
6. 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 (June 2015), pp. 54-71.
7. Lascu, D., A.K. Manrai, L.A. Manrai, and F. Brookman-Amisshah (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.
8. Manrai, L.A., A.K. Manrai, D 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.
9. 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 Sciences*, Vol. 16, No. 31, pp. 23-48.
10. Manrai, L.A. and A.K. Manrai (2011), "Current Issues in Cross-cultural and Cross-national Research in the Global Economy of the Twenty-First Century," *Journal of International Consumer Marketing*, Vol. 23, Issues 3 & 4, 167-180.

11. Lascu, D., A.K. Manrai, L.A. Manrai, Z. Bilgin, and G. Wuehrer (2010), "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.
12. 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, 69-100.
13. 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, No. 3, pp. 208-217.
14. 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.
15. 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***, Vol. 11, No. 1, pp. 7-35.
16. Manrai, L. A. and A. K. Manrai (2001), "Current Issues in Cross-Cultural and Cross-National Consumer Research in the New Millennium," ***Journal of East-West Business***, Vol. 7, No. 1, pp. 1-10.
17. 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.
18. 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.
19. 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.
20. 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.
21. Manrai, L. A., D. Lascu and A. K. Manrai (1999), "How the Fall of the Iron Curtain has Affected Consumers' Perceptions of Urban and Rural Quality of Life in Romania," ***Journal of East-West Business***, Vol. 5, Nos. 1 & 2, pp. 145-172.
22. Manrai, L. A., D. Lascu and A. K. Manrai (1998), "Interactive Effect of Country of Origin and Product Category on Product Evaluations," ***International Business Review***, Vol. 7, No. 6, (December), pp. 591-615.
23. Manrai, L. A. and A. K. Manrai (1998), "Contemporary Issues in Competitive Strategies for Global Marketing," ***Research in Marketing***, Vol. 14, pp. 1-11.
24. 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***, Vol. 17, No. 1, pp. 24-34.
25. Manrai, L. A., A. K. Manrai, D. Lascu and J. Ryans (1997), "How Green Claim Strength and Country Disposition Affect Product Evaluation and Company Image," ***Psychology and Marketing***, Vol. 14, No. 5, pp. 511-537.
26. Lascu, D., L. A. Manrai and A. K. Manrai (1996), "Environmental Dimensions of Emerging Markets: Introducing a Region-Relevant Market Analysis Matrix," ***Journal of East-West Business***, Vol. 3, No. 1, pp. 27-41.

Also published in Jan Nowak (ed.), Marketing in Central and Eastern Europe, Research Monograph/Book, Haworth Press Inc., Binghamton, New York.

27. Manrai, L. A. and A. K. Manrai (1996), "Current Issues in Cross-Cultural and Cross-National Consumer Research," Journal of International Consumer Marketing, pp.9-22.
28. Manrai, L. A., A. K. Manrai and D. Lascu (1996), "Eastern Europe's Transition to Market Economy: An Analysis of Economic and Political Risks," Lead Article in Journal of Euromarketing, Vol. 5, No. 1, pp. 7-35.
29. Lascu D., L. A. Manrai and A. K. Manrai (1996), "Value Differences Between Polish and Romanian Consumers: A Caution Against Using a Regiocentric Marketing Orientation in Eastern Europe," Journal of International Consumer Marketing, pp. 145-167.
30. Manrai, A. K. and L. A. Manrai (1995), "A Comparison of Models of Store Preference Incorporating the Notion of Self-Image and Store-Image: Some Empirical Results," Journal of Marketing Channels, Vol. 4, No. 3, pp. 33-51.
31. 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, Vol. 32, No. 2, pp. 115-128.
32. Lascu, D., L. A. Manrai, and A. K. Manrai (1994), "Status Concern and Consumer Purchase Behavior in the Marketizing Economy of Romania: From Legacy of Prescribed Consumption to the Fantasies of Desired Acquisitions," Research in Consumer Behavior, Vol. 7, pp. 89-121.
33. 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, Vol. 30, No. 2, pp. 75-94.
34. Lascu, D., L. A. Manrai and A. K. Manrai (1993), "Marketing in Romania: Challenges of Transition from Centrally Planned Economy to Consumer Oriented Economy," European Journal of Marketing, Vol. 27, No. 11, pp. 102-120.
35. Murray, N., L. A. Manrai, and A. K. Manrai (1993), "Public Policy Relating to Consumer Comprehension of Disclosures in Television Commercials: A Review and Some Empirical Results," Lead Article in Journal of Consumer Policy, 16, 3 (June), pp. 145-170.
36. Manrai, L. A. and A. K. Manrai (1993), "Positioning European Countries as Brands in Perceptual Map: An Empirical Study of Determinants of Consumer Perceptions and Preferences," Journal of Euromarketing, Vol. 2, No. 3, pp. 101-129.
37. Murray, N. and L. A. Manrai (1993), "Exploratory Consumption Behavior: A Cross-Cultural Perspective," Journal of International Consumer Marketing, Vol. 5, No. 1, pp. 101-119.
38. Murray, N. and L. A. Manrai (1993), "Variety Seeking and Market Segmentation: Irish And American Perspectives," Irish Marketing Review, (March), pp. 111-119.
39. Manrai, L. A., C. Broach, and A. K. Manrai (1992), "Advertising Appeal and Tone: Implications for Creative Strategy in Television Commercials," Journal of Business Research, Vol. 25, No. 1, pp. 43-58.
40. DeSarbo, W. S., M. Johnson, A. K. Manrai, L. A. Manrai, and E. Edwards (1992), "TSCALE: A Multidimensional Scaling Methodology for Operationalizing Tversky's Contrast Model," Psychometrika Vol. 57, No. 1, pp. 43-69.

41. Manrai, L. A. and A. K. Manrai (1992), "Advertising Media Development Trends in Fifty-One African Countries," ***Journal of African Finance and Economic Development***, Vol. 1, No. 2 (Fall), pp. 95-122.
42. Roloff, M. E., C. A. Janiszewski, M. McGrath, C. S. Burns and L. A. Manrai (1988), "Acquiring Resources from Intimates: When Obligation Substitutes for Persuasion," in ***Human Communication Research***, Vol. 14, No. 3, pp. 364-396.

**REFEREED RESEARCH PUBLICATIONS: BOOK CHAPTERS/SERIES ARTICLES:**

43. 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*, Barrio-Garcia Salvador del et al. (eds.) IGI-Global. Lead Chapter 1, pp. 1-19.
44. 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).
45. Mady, T., A.K. Manrai, and L.A. Manrai (2013), "Process Based Marketing Management." In *Routledge Companion on the Future of Marketing*, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 62-87.
46. 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." In *Routledge Companion on the Future of Marketing*, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 331-347.
47. Korenich, L., D. Lascu, L.A. Manrai, and A.K. Manrai (2013), "Social Media: Past, Present and Future." In *Routledge Companion on the Future of Marketing*, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 234-249.
48. 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.
49. Manrai, A. K. and L. A. Manrai (2000), "Perceptual Mapping," (Book Note/Entry) in Jafari (ed.) *Encyclopedia of Tourism*, London: Routledge Limited, pp. 431-432.
50. 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 Batra (ed.), *Marketing Issues in Transition Economies*, Norwell, MA: Kluwer Academic Publishers, pp. 199-209.
51. DeSarbo, W. S., A. K. Manrai and L. A. Manrai (1994), "Latent Class Multidimensional Scaling: A Review of Recent Developments in the Marketing and Psychometric Literature," in R. P. Bagozzi (ed.), *Handbook of Marketing Research*, Cambridge, MA: Blackwell Publishers, pp.190-222.
52. Manrai, L. A. (1993), "Mood Effects in Services: An Integrated Conceptual Model," in Swartz et al. (eds.), *Advances in Services Marketing and Management (Series)*, Greenwich, CT: JAI Press, Vol. 2, pp. 151-174
53. DeSarbo, W. S., A. K. Manrai, and L. A. Manrai (1993), "Mathematical Programming Approaches for the Non-Spatial 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 through Tuttle-Mori Agency Inc., Tokyo, pp. 201-257.

**REFEREED RESEARCH PUBLICATIONS: CONFERENCE PAPERS AND ABSTRACTS**

54. 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.
55. Manrai, A.K., Bhat, S.A. Manrai, L.A., and Shah, M.A. (2014), “Design of Web2.0 technology Websites in Tourism Industry in India: A Conceptual Framework, Empirical Study and Implications for International Marketing,” in Klein and Shi (eds.) **The World Looks Different from Here: Theoretical and Empirical Issues in Rapidly Changing Global Markets**, Consortium for International Marketing research (CIMaR), June, University of Victoria, BC, Canada. <http://www.uvic.ca/gustavson/research/research/conferences/cimar/index.php>
56. Manrai, L.A., A.K. Manrai, and S. Bhat (2012),”Tourist Market 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 Research Year Book, Advances in Global Management Development, Vol. XXI, July, Haaga-Helia University of Applied Sciences, Helsinki, Finland, pp. 110-115.
57. 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 Research Year Book, Advances in Global Management Development, Volume XIX, July, KTO Karatay University and Konya Chamber of Commerce, Konya, Turkey, pp. 188 – 194.
58. 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 Research Year Book, Advances in Global Management Development, Volume XVIII, July, International Black Sea University and Ministry of Economic Development of Georgia, Tbilisi, Georgia, pp. 266-273.
59. Manrai, L.A. and A.K. Manrai (2009), “Analysis of Tourist Behaviors: A Conceptual Framework Based on Hofstede’s Cultural Dimensions,” in Gupta and Grant (eds.), **Oxford Business and Economics Conference Proceedings**, Association for Business and Economics Research, June, St. Hugh’s College, Oxford University, Oxford, England, pp. 1-37.
60. 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 an Environment of Increasing Global Concerns**, International Management Development Research Year Book, Advances in Global Management Development, Volume XVII, June, Maastricht School of Management and FHR\_Lim A. Po School of Management, Paramaribo, Suriname, pp. 122-128.

61. 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 an Environment of Increasing Global Concerns**, International Management Development Research Year Book, Advances in Global Management Development, Volume XVII, June, Maastricht School of Management and FHR Lim A. Po School of Management, Paramaribo, Suriname, pp. 79-84.
62. 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 Conference**, Institute for Operations Research and the Management Sciences, Rio Grande, Puerto Rico, p. 72.
63. Manrai, A.K., L.A. Manrai, and A.K. Manrai Jr. (2007), "Mathematical Models of Proximity Judgments and MDS," (Abstract) in **INFORMS International Conference**, Institute for Operations Research and Management Sciences, Rio Grande, Puerto Rico, pp. 78.
64. 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**, Eighteenth Annual Conference, May-June, Florence, Italy, pp. 218-221.
65. Manrai, L.A. (2001), "An Environmental Analysis Model of the Effectiveness of Marketing Communication," (Abstract) in **Communication and Cultural (Ex) Change**, International Association for Intercultural Communication Studies and Intercultural Communication Research Program, Hong Kong Baptist University, The Eighth International Conference on Cross-Cultural Communication, July, Hong Kong, p. 73.
66. Manrai, L.A., A.K. Manrai, and P.A. Manrai (2001), "McDonalds in China and India: A Comparative Analysis of Marketing Opportunities and Challenges," (Abstract) in **Communication and Cultural (Ex) Change**, International Association for Intercultural Communication Studies and Intercultural Communication Research Program, Hong Kong Baptist University, The Eighth International Conference on Cross-Cultural Communication, July, Hong Kong, p. 74.
67. Manrai, L.A., A.K. Manrai, and A.K. Manrai Jr. (2001), "Marketing Communication Issues For Coca-Cola Around the World," (Abstract) in **Communication and Cultural (Ex) Change**, International Association for Intercultural Communication Studies and Intercultural Communication Research Program, Hong Kong Baptist University, The Eighth International Conference on Cross-Cultural Communication, Hong Kong, pp. 74-75.
68. Manrai, L.A., A.K. Manrai, and D. Lascau, "Spokesperson Role Portrayal in Television Advertising in Romania: An Analysis of Romanian versus Foreign Commercials," (Abstract) in **Communication and Cultural (Ex) Change**, International Association for Intercultural Communication Studies and Intercultural Communication Research Program, Hong Kong Baptist University, The Eighth International Conference on Cross-Cultural Communication, July, Hong Kong, p. 37.
69. Manrai, L.A. and R. Green (2001), "Effects of Cultural Context on Marketing of Aesthetic Products," (Abstract) in **Communication and Cultural (Ex) Change**, International Association for Intercultural Communication Studies and Intercultural Communication Research Program, Hong Kong Baptist University, The Eighth International Conference on Cross-Cultural Communication, July, Hong Kong, pp. 54-55.

70. 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 International Conference, July, Sintra, Portugal, p. 96.
71. 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.
72. Lascu, D., L. A. Manrai, and S. Kamalapur (1998), "Purchase Behavior of Expatriate Consumers in Saudi Arabia: An Exploratory Study," in Harrington and Taylor (eds.), **Marketing Advances in Theory, Practice and Education**, Southern Marketing Association, Annual Conference, October 1998, New Orleans, pp. 128-131.
73. Manrai, L. A., A. K. Manrai and D. Lascu (1998), "A Preliminary Study of Television Advertising in Romania by Local and Foreign Companies," in Anderson (ed.), **Marketing Research and Practice**, European Marketing Academy, XXVII Annual Conference, May, Stockholm School of Economics, Stockholm, Sweden, pp. 537-548.
74. 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, Sixth International Conference, July, Black Sea University, Mangalia, Romania.
75. Cioffi, D. J. and L. A. Manrai (1997), "Marketing of Antique Product Labels: Anomalies and Challenges," in Manrai and Rashid (eds.), **World Marketing Congress**, Vol. 8, Academy of Marketing Science, Eighth Bi-Annual World Marketing Congress, June, University Putra Malaysia, Kuala Lumpur, Malaysia.
76. 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," (Abstract) in Kaynak, Becker and Lascu (eds.), **Restructuring for Global Production, Service Needs and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century**, International Management Development Association, Fifth Annual World Business Congress, July, Bermuda College, Bermuda, pp. 267-268.
77. Manrai, L. A. and C. Zepeda (1996), "Indian Tribes in Guatemala as Consumers and Marketers," in Kaynak, Becker and Lascu (eds.), **Restructuring for Global Production, Service Needs and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century**, International Management Development Association, Fifth Annual World Business Congress, July, Bermuda College, Bermuda, pp. 220-226.
78. Manrai, L. A., A. K. Manrai, D. Lascu and P. Kerekes (1996), "A Comparative Analysis of TV Advertising Objectives of Hungarian, U.S. and German Firms," in Kaynak, Becker and Lascu (eds.), **Restructuring for Global Production, Service Needs and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century**, International Management Development Association, Fifth Annual World Business Congress, July, Bermuda College, Bermuda, pp. 445-51.

79. Manrai, L. A. (1996), "A Comparative Study of Gypsies, Nomads and Tribes as Consumers and Marketers," (Abstract) in Kaynak, Becker and Lascu (Eds.), **Restructuring for Global Production, Service Needs and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century**, International Management Development Association, Fifth Annual World Business Congress, July, Bermuda College, Bermuda, p. 204.
80. Lascu, D., A. K. Manrai, L. A. Manrai and H. W. Babb (1995), "Consumer Ethnocentrism: Construct Behavior in Cross-Cultural Applications," in Becker and Lascu (eds.), **The Structure and Process of Globalization in Business and Education**, International Management Development Association, Interim Conference, November, Orlando, pp. 202-206.
81. Manrai, L. A. and A. K. Manrai (1995), "Why Do Customers Switch Bank Services: Some Managerial Implications," (Abstract) in Timmermans (ed.), **Second Recent Advances in Retailing and Services Science**, The European Institute of Retailing and Services Studies and The Canadian Institute of Retailing and Services Studies, Second International Conference, July, University of Sydney and Bond University, Gold Coast, Australia.
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84. 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 and Basu (eds.), **Marketing and Socio-Economic Changes in the Developing World**, International Society for Marketing and Development, Fifth International Conference, June, Beijing, China, pp. 227-232.
85. Manrai, A. K., J. Chauchat and L. A. Manrai (1995), "A New Procedure for the Assessment of Competitive Market Structure," in Bergadaa et al. (eds.), **Marketing Today and for the 21st Century**, European Marketing Academy, XXIV Annual Conference, May, ESSEC, Cergy-Pontoise Cedex, France, pp. 1865-1869.
86. Chauchat, J., A.K. Manrai, and L.A. Manrai (1995), "A New Approach That Combines Two Different Ultrametric Classification Methods to Analyze Proximity Data," with Chauchat, J. and Manrai, A., at TIMS XXXII Conference, July (Sydney, Australia).
87. 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 **Global Themes and Cultural Perspectives**, 19th Macromarketing Conference, 19<sup>th</sup> Annual Conference, August, University of Colorado, Boulder. Abstract printed in: **Journal of Macromarketing**, Vol. 14, No. 2 (Fall 1994), p. 96.
88. Manrai, L. A., D. Lascu 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, XXIII Annual Conference, May, University of Limburg, Maastricht, The Netherlands, pp. 1383-86.

89. 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, XXIII Annual Conference, May, University of Limburg, Maastricht, The Netherlands, pp. 1387-90.
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95. 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, Annual Conference, October 1992, Vancouver, Canada, pp. 97-101.
96. Manrai, L. A. and A. K. Manrai (1993), "Perceptions of Work Versus Social/Leisure Time Usage," in Dominguez (ed.) **Marketing and Economic Restructuring in the Developing World**, International Society for Marketing and Development, Fourth International Conference on Marketing and Development, January, San Jose, Costa Rica, pp. 416-426.
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98. Manrai, A.K. and L.A. Manrai (1992), "Modeling Department Store Preference with Weighted Differences of Store-Image and Self-Image," at **TIMS XXX Conference**, July (London Business School, London, United Kingdom).
99. Manrai, L. A. and M. P. Gardner (1992), "Consumer Processing of Social Ideas Advertising: A Conceptual Model," in Sherry and Sternthal (eds.), **Advances in Consumer Research**, Vol.19, Association for Consumer Research, Annual Conference, October 1991, Chicago, pp. 15-22.

100. Manrai, L. A., C. Broach and A. K. Manrai (1992), "Program Induced Contextual Effects in Processing of Embedded Commercials: An Integrated Conceptual Model," *Proceedings of the Society for Consumer Psychology*, T. J. Page Jr. and S. E. Middlestadt (eds.), American Psychological Association, Annual Conference (Div. 23), August, Washington, D.C., pp. 69-75.
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102. Manrai, L. A., A. K. Manrai, and N. Murray (1992), "How Cultural Context Affects Variety Seeking and Entertainment Consumption Behavior," in Bouchet (ed.), *The Cultural Dimensions of International Marketing*, First Conference on the Cultural Dimension of International Marketing, May, Odense University, Odense, Denmark, pp. 376-396.
103. Murray, N., L. A. Manrai, and A. K. Manrai (1992), "Comprehension of Advertising Disclosures: A Study of One Hundred Disclosure Commercials," in Grunert et al. (eds.), *Marketing for Europe –Marketing for the Future*, Vol. 2, European Marketing Academy, XXI Annual Conference, May, The Aarhus School of Business, Aarhus, Denmark, pp. 881-891.  
Reprinted in: *Marketing Review*, European Management Confederation, Hellenic Institute of Marketing, Athens: Greece, January 1993, pp. 107-111.
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106. Manrai, A.K. and L.A. Manrai (1991), "Vacation Destination Preference: A Perceptual Mapping Approach," with Manrai, A., at the *Marketing Science Conference*, March, (University of Delaware & DuPont, Wilmington, Delaware).
107. Manrai, L. A. and M. P. Gardner (1991), "The Influence of Affect on Attributions for Product Failure," in Solomon and Holman (eds.), *Advances in Consumer Research*, Vol. 18, Association for Consumer Research, Annual Conference, October 1990, New York, pp. 249-254.
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110. Manrai, A.K., R. Chatterjee, J. Eliashberg, L.A. Manrai (1990), "Dynamic Product Positioning: Some Empirical Results," *Marketing Science Conference*, March, (University of Illinois, Urbana).
111. Manrai, A.K. and L.A. Manrai (1989), "A Ratio Model of Similarity: Some Empirical Tests and Marketing Applications," *TIMS XXIX Conference*, July, (Osaka, Japan).

112. 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**, Vol. 4, Academy of Marketing Science, Fourth Bi-Annual World Marketing Congress, July, National University, Singapore, pp. 397-402.
113. 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 1990's**, Vol. 1, European Marketing Academy, XVIII Annual Conference, April, Athens School of Economics and Business, Athens, Greece, pp. 853-868.
114. DeSarbo, W., M. Johnson, A.K. Manrai, and L.A. Manrai (1989), "A General Multidimensional Scaling Methodology for Operationalizing Tversky's Contrast Model of Proximity," **Marketing Science Conference**, March, (Duke University, Durham).
115. Manrai, A.K. and L.A. Manrai (1988), "CTSCALE: A Multi-dimensional Scaling Methodology," **ORSA/TIMS Conference**, October, (Denver, Colorado).

**BOOKS AND RESEARCH MONOGRAPHS EDITED/PUBLISHED:**

116. Manrai, L. A. and A. K. Manrai (1996), **Global Perspectives in Cross-Cultural and Cross-National Consumer Research**, (Guest Editors), Binghamton, New York: The Haworth Press Inc. Also published as the Research Monograph of **Journal of International Consumer Marketing** (1996).  
Book reviews published in: **Journal of Academy of Marketing Science**, Vol. 26, No. 2, Spring 1998, pp. 159-160.  
: **Business Library Review**, Vol. 20, No. 1, July 1997, pp. 75-77.  
: **What's New In Advertising and Marketing**, Vol. 50, No. 4, 1995.
117. Manrai, A. K. and L. A. Manrai (1998), **Designing Competitive Strategies for Global Marketing**,  
(Volume Editors), **Research in Marketing**, Vol. 14, Stamford, CT: JAI Press.  
Book review published in: **Journal of Economic Literature**, 1999, p. 302.

**BOOK REVIEWS PUBLISHED:**

118. Manrai, L. A. (1996), Book Review of **An Annotated Bibliography on the European Community** (1992) by Erdogan Kumcu, published in **Journal of Global Marketing**, Vol. 9, No. 3, pp. 105-106.
118. Manrai, L. A. (1995), Book Review of **International Marketing**, 8th edition (1993) by Philip R. Cateora, published in **Journal of Global Marketing**, Vol. 8, No. 3/4, pp. 193-198.

**INDUSTRY/BUSINESS RESEARCH REPORTS/PUBLICATIONS:**

1. Manrai, A.K. and L.A. Manrai (2011), "Strategic Insights on the Working of Select Anand Companies," Strategy Evaluation Report Prepared for the Anand Group of Companies (New Delhi, India).
2. Manrai, L. A. (1994), "Marketing Plan for Fourth India Day Celebration: September 24, 1994," Marketing Strategy Report Prepared for Indo-American Association of Delaware (Wilmington, Delaware, USA).
3. Manrai, L. A. and A. K. Manrai (1992), "Customer Satisfaction with Banking Services: A Survey of Five Banks in Delaware," Research Report Prepared for FIRE Center at University of Delaware (Newark, Delaware, USA).
4. Manrai, L. A. and A. K. Manrai (1986), "All Norris Survey," Research Report Prepared for Norris Student Center at Northwestern University (Evanston, Illinois, USA).

**RESEARCH PAPERS UNDER REVIEW/WORK-IN-PROGRESS:**

1. Manrai, L.A. and A.K. Manrai, "Colors, Cultures, and Consumer Behavior," *Journal of Consumer Research*. (work-in-progress).
2. Manrai, L. A., "Interactive Effect of Headline Label and Presentation Format on Product Evaluation: Self-Referencing Versus Psychological-Reactance," *Journal of Consumer Research*. (manuscript preparation).
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 QUOTES/MENTIONS/NEWS:**

1. Manrai, L. A. and A. K. Manrai, "Work and Leisure Habits of American Versus Foreign Students, " Factorial on *CNN*, September 1993.
2. Manrai, L. A. and A. K. Manrai, "Foreign College Students," Findings of the Research Survey on Perceptions of Work Versus Social/Leisure Time Usage in the Labor Letter -- A Special News Report on People and Their Jobs in Offices, Fields and Factories -- Column of *The Wall Street Journal*, August 24, 1993, p. 1, Column 5.
3. Manrai, A. K. and L. A. Manrai, "Keeping Customers," Research News based on findings from Bank Marketing Research in the Bank Beat Column of *Bankers Monthly*, January 1993, p. 10.
4. Manrai, L. A., "Relative Performance of Two Message Executions," (Advertising Stimuli Created for Ph.D. Dissertation at Northwestern University) in *Marketing Management* by Philip Kotler, Sixth Edition, Prentice-Hall, Englewood Cliffs: NJ, 1988, pp. 625-626.

**RESEARCH PRESENTATIONS AT CONFERENCES:**

(in addition to the conference papers and abstracts listed earlier)

1. "Spatial Modeling of Consumer Perceptions Based on Proximity Among Brands," with Manrai, A.K. at the CORS/INFORMS International Conference, June 2015, (Montreal, QC, Canada).
2. "Measuring Consumer Perceptions," with Manrai, A.K. at the INFORMS Business Analytics and Operations Research Conference, March 2014, (Boston, MA).
3. "A New Way to Measure Consumer Perceptions," with Manrai, A.K. at the 20<sup>th</sup> Annual World Business Congress of the International Management Development Association, July 2011, (Poznan University of Economics, Poznan, Poland)
4. "A New Multi-dimensional Scaling Methodology to Capture Consumer Perceptions," with Manrai, A.K. at the 2009 Oxford Business and Economics Conference of the Association of Business and Economics Research, June 2009, (St. Hugh's College, Oxford University, Oxford, England)
5. "Advertising in Hungary by Hungarian, U.S. and German Companies: A Comparison of Types and Effectiveness of Appeals," with Manrai, A. K., Lascu, D., and Kerekes, P. at the Tenth Annual World Business Congress of the International Management Development Association, July 2001 (University of Zagreb, Zagreb, Croatia).
6. "Methodological Issues in Multi/Cross Cultural Research: Examples from Poland and Romania," Special Panel Presentation on "Multi Cultural Issues in Marketing," with Manrai, A. K. and Lascu, D. at the Ninth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 1999 (University of Malta, Qawra, Malta).
7. "Distribution and Promotion Related Issues in Central and Eastern Europe: Country Cluster Analysis and Some Examples," with Manrai, A. K. and Lascu, D. at The William Davidson Institute Research Conference, July 1998 (University of Michigan, Ann Arbor, Michigan).
8. "A Content Analysis of Advertisements in Poland: Analyzing Emerging Trends," with DeLuca, A., Babb, H. and Lascu, D. at the Seventh Annual World Business Congress of the International Management Development Association, June 1998 (Institute of Technology, Santo Domingo, Dominican Republic).
9. "Marketing Research Support Services and Facilities in Eastern and Central Europe," with Manrai, A. K., and Lascu, D. at the Seventh Annual World Business Congress of the International Management Development Association, June 1998 (Institute of Technology, Santo Domingo, Dominican Republic).
10. "Research Considerations for Study of Competitive Marketing Strategies of U.S. Multinational versus Local Firms in Poland and Romania," with Manrai, A. K. and Lascu, D. at the Sixth International Conference on Marketing and Development, July 1997 (Black Sea University, Mangalia, Romania).
11. "Antiques and Collectibles: An Overview and Historical Perspective," with Manrai, A. at the Eighth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 1997 (University Putra Malaysia, Kuala Lumpur, Malaysia).
12. "Consumer Ethnocentrism in Poland," with Lascu, D. and Manrai, A.K. at the Fifth Annual World Business Congress of the International Management Development Association, July 1996 (Bermuda College, Bermuda).
13. "Shopping with Friends in Central and Eastern Europe: A Synopsis of Buyer Behavior During Transition," with Lascu, D. and Manrai, A. at the Summer Educators' Conference of the American Marketing Association, August 1995 (Washington, D.C.).
14. "Role of Central Banks in Economic Development: Issues and Insights from Asia," at the Fourth International Conference on Marketing and Development, January 1993 (San José, Costa Rica)

15. "A Conceptual Model of Bank Switching Behavior," with Manrai, A., at the XX Annual Conference of the European Marketing Academy, May 1991, (University College, Dublin, Ireland).
16. "Conflict Intervention: Perspective on Process," with Roloff, M., Janiszewski, C., McGrath, M. and Burns, C., at the Discourse Conference, March 1987, (Temple University, Philadelphia).

**INVITED RESEARCH SEMINARS/PRESENTATIONS:**

1. "Contemporary Topics in Cross-cultural and Cross-national Consumer Research in the Twenty-first Century," Research Seminar with Manrai, A.K. at the following Universities/Institutions:
  - \* University of Kashmir, Srinagar, India, August 2011
  - \* Indian Institute of Management, Lucknow, India, September 2011
2. "A New Perceptual Mapping Technique for Product Positioning and Market Segmentation," Research Seminar with Manrai, A.K. at the following Universities/Institutions:
  - \* Indian Institute of Management, Ahmedabad, March 2011
  - \* Indian School of Business, Hyderabad, India, May 2011
  - \* Indian Institute of Sciences, Bangalore, India, May 2011
  - \* Amrita School of Business, Coimbatore, India, May 2011
  - \* Indian Institute of Technology, Madras, Chennai, India, June 2011
  - \* Globsyn School of Business, Kolkata, June 2011
3. "Cross-Cultural and Cross-National Consumer Research in the Global Economy of the Twenty-First Century" PhD Seminar given at the Amrita School of Business, Coimbatore, India, May 2011
4. "Ways to Improve Service Quality for Developing a Sustainable Competitive Advantage," with Manrai, A., Seminar given at the Jain Advanced Management Research Center, August 1995 (Delhi University, Delhi, India).
5. "How to Improve Service Quality: Performance Measurement," with Manrai, A., Seminar given at the College Forum, August 1995 (Delhi College of Engineering, Delhi, India).
6. "A New Focus on Service Quality," with Manrai, A., Seminar given at the Institute of Management, August 1995 (Ravishankar University, Raipur (M.P.), India).
7. "Antecedents and Consequences of Consumers' Attitude Toward Marketing: An Integrated Conceptual Model," with Manrai, A. and Ettenson, R., Seminar given at the School of Business, July 1995 (Bond University, Gold Coast, Australia).
8. "Mathematical Models and Developing Research in Marketing," with Manrai, A., Seminar given at the College of Business and Public Administration, May 1994 (Open University, Heerlen, The Netherlands).
9. "Models Relating Consumer Preference to Perceptions: Some Empirical Results," with Manrai, A.K., Seminar given at the Cardiff Business School, July 1992 (University of Cardiff, Wales, United Kingdom).
10. "Mood Effects in Processing of Television Programs and Commercials," Seminar given at the Department of Psychology, April 1991 (University of Delaware, Newark, Delaware).
11. "Effect of Labeling Strategy in Advertising: Self Referencing Versus Psychological Reactance," Presentation based on Ph.D. Dissertation made on Invitation at the Following Universities, September 1986-October 1986.
  - \* University of Delaware (Newark, Delaware)
  - \* University of Pennsylvania (Philadelphia, Pennsylvania)
  - \* Rutgers University (New Brunswick, New Jersey)
  - \* Temple University (Philadelphia, Pennsylvania)

**REVIEW AND EDITORIAL WORK FOR REFEREED JOURNALS:**

Associate Editor, *Journal of Global Marketing*, (published by Taylor and Francis), since 2016  
Associate Editor, *Journal of Modeling in Management*, JM2 (published by Emerald), since 2014  
Guest Co-editor for the *Journal of International Consumer Marketing*, Special Issue on "Global Perspectives in Cross-cultural and Cross-national Consumer Research in the Twenty-First Century": 2008-2011.  
Reviewer for the *Journal of World Business* (formerly *Columbia Journal of World Business*): 2001  
Guest Co-editor for the *International Business Review*, Special Issue on "Marketing Opportunities and Challenges in the Emerging Markets in the New Millennium": 1999-2001  
Guest Co-editor for the *Journal of East-West Business*, Special Issue on "Global Perspectives in Cross-cultural and Cross-national Consumer Research in the New Millennium": 1999-2000  
Guest Co-editor for the *Research in Marketing*, Special Issue on "Designing Competitive Strategies for Global Marketing": 1997-98  
Reviewer for *Journal of East-West Business*, Special Issue on "Marketing Challenges in the Transition Economies of Europe, Baltic States and the C.I.S.": 1998  
Reviewer for *International Marketing Review*: 2000  
Reviewer for *Journal of Global Marketing*: 1998, 2000  
Reviewer for *Journal of Academy of Marketing Science*: 1997  
Reviewer for *Journal of Retailing*, Special Issue on "Services Marketing": 1996  
Guest Co-editor for the *Journal of International Consumer Marketing*, Special Issue on "International/Global Perspectives in Cross-cultural and Cross-national Consumer Research": 1992-94  
Reviewer for *Journal of Consumer Research*: 1989, 1991, 1992  
Member, Editorial Review Board, *Journal of Transnational Management Development*: 1993, 1994, 1995, 1996, 1997, 1999, 2000, 2001  
Reviewer for *International Business Review*: 1994, 1997, 2000, 2001  
Reviewer for *Journal of Macromarketing*, Special Issue on "Marketing and Development": 1993  
Book Review Editor, *Journal of Global Marketing*: 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001  
Reviewer for *Research in Consumer Behavior*: 1993  
Reviewer for *Journal of Business Research*, Special Issue on "Marketing and Development": 1993  
Reviewer for *Journal of African Finance and Economic Development*: 1991

**REVIEW WORK FOR PROFESSIONAL CONFERENCES:**

World Marketing Congress of the Academy of Marketing Science: 1995, 1997, 1999, 2001  
European Marketing Academy Conference: 1991, 1992, 1993, 1994, 1999, 2000  
International Conference on Marketing and Development: 1993, 1995, 1997  
Association for Consumer Research Conference: 1990, 2000  
Southern Marketing Association Conference: 1997  
World Business Congress of the International Management Development Association: 1994, 1995, 1996  
Conference on Cultural Dimension of International Marketing: 1995  
American Marketing Association Summer Educators' Conference: 1990, 1991, 1995  
Macromarketing Conference: 1993  
American Marketing Association Winter Educators' Conference: 1990, 1992  
Marketing Science Conference: 1991  
Academy of Marketing Science Conference: 1990  
Western Decision Science Institute Conference: 1990

**CONFERENCE SERVICE/PARTICIPATION:**

- Session Chair, "Marketing Communication Challenges in Developing Countries: Perspectives Across Countries and Industries," for the Eighth International Conference on Cross-Cultural Communication, July 2001 (Hong Kong Baptist University, Hong Kong).
- Track Co-Chair, "Cross-Cultural Marketing and Marketing Research," for the Tenth Annual World Business Congress of the International Management Development Association, July 2001 (University of Zagreb, Zagreb, Croatia).
- Track Co-Chair, "Special Sessions and Panels," for the Tenth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 2001 (Cardiff University, Cardiff, Wales).
- Congress Coordinator: Special Sessions, Panels and Workshops, for the Ninth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 1999 (University of Malta, Malta).
- Session Chair, "Marketing Research Related Issues in Central & Eastern Europe," at the Seventh Annual World Business Congress of the International Management Development Association, June 1998 (Institute of Technology, Santo Domingo, Dominican Republic).
- Track Co-Chair, "Advertising and Promotion," for the Annual Conference of the Academy of Marketing Science, May 1998 (Norfolk, Virginia).
- Track Co-Chair, "Cross Cultural and Ethnic Consumer Buying Patterns," for the Sixth Annual World Business Congress of the International Management Development Association, July 1997 (Chonju City, South Korea).
- Congress Coordinator: Special Sessions, Panels and Workshops, for the Eighth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 1997 (University Pertanian Malaysia, Kuala Lumpur, Malaysia).
- Session Chair, "Marketing of Antiques and Collectibles," at the Eighth Bi-Annual World Marketing Congress of the Academy of Marketing Science, June 1997 (University Pertanian Malaysia, Kuala Lumpur, Malaysia).
- Track Chair, "Cross-Cultural Consumer Behavior," for the Interim Conference of the International Management Development Association, November 1996 (New Orleans).
- Track Co-Chair, "Cross-Cultural/National Consumer Behavior," for the Fifth Annual World Business Congress of the International Management Development Association, July 1996, (Bermuda College, Bermuda).
- Session Chair, "Special Population Groups in Developing Countries as Consumers and Marketers," at the Fifth Annual World Business Congress of the International Management Development Association, July 1996 (Bermuda College, Bermuda).
- Session Co-Chair, "Advertising and Culture," at the Fifth Annual World Business Congress of the International Management Development Association, July 1996 (Bermuda College, Bermuda).
- Track Co-Chair, "Cross-Cultural/National Consumer Behavior," for the Fourth Annual World Business Congress of the International Management Development Association, July 1995, (Marmara University, Istanbul, Turkey).
- Track Co-Chair, "Cross-Cultural Issues in Consumer Behavior," at the Seventh Bi-Annual World Marketing Congress of the Academy of Marketing Science, July 1995 (Monash University, Melbourne, Australia).
- Session Chair, "Issues in Human Resource Management," at the Second International Conference of the European Institute of Retailing and Services Studies and the Canadian Institute of Retailing and Services Studies, July 1995 (University of Sydney and Bond University, Gold Coast, Australia).
- Session Chair, "Cross-Cultural Issues in Consumer Behavior," at the Seventh Bi-Annual World Marketing Congress of the Academy of Marketing Science, July 1995 (Monash University, Melbourne, Australia).

**CONFERENCE SERVICE/PARTICIPATION: Contd.**

- Session Chair, "Export Performance," at the XXIV Annual Conference of the European Marketing Academy, May 1995 (ESSEC, Cergy-Pontoise, France).
- Participant, Delaware Women's Conference, March 1995 (University of Delaware, Newark, Delaware).
- Member, Program Committee of the XXIII Annual Conference of the European Marketing Academy, May 1994 (University of Limburg, Maastricht, The Netherlands).
- Session Chair, "International Marketing," at the XXII Annual Conference of the European Marketing Academy, May 1993 (ESADE, Barcelona, Spain).
- Member, Program Committee of the XXII Annual Conference of the European Marketing Academy, May 1993 (ESADE, Barcelona, Spain).
- Participant, 1993 Delaware Economic Outlook Conference, February 1993 (University of Delaware, Newark, Delaware)
- Participant, Conference on Doing Business with the Japanese: New Opportunities in the U.S. and Japan, September 1992 (Wilmington, Delaware).
- Member, Program Committee of the XXI Annual Conference of the European Marketing Academy, May 1992 (The Aarhus School of Business, Aarhus, Denmark).
- Session Chair, "Service Quality" at the XXI Annual Conference of the European Marketing Academy, May 1992 (The Aarhus School of Business, Aarhus, Denmark).
- Participant in Discussion Forum, "Restructuring Corporate America: The Outlook for Jobs," at the Student-Business Executive Conference, March 1992 (University of Delaware, Newark, Delaware).
- Participant, Delaware Women's Conference, March 1992 (University of Delaware, Newark, Delaware).
- Discussant, "Influences on Consumer Behavior in Service Encounters," at the Winter Educators' Conference of the American Marketing Association, February 1992 (San Antonio, Texas).
- Participant, 1992 Delaware Economic Outlook Conference, February 1992 (University of Delaware, Newark, Delaware).
- Session Co-Chair, "Consumer Behavior Related to Social Ideas Advertising" at the Annual Conference of the Association for Consumer Research, October 1991 (Chicago, Illinois).
- Participant, VII European Doctoral Colloquium of the European Marketing Academy, May 1991 (University College, Dublin, Ireland).
- Participant in Discussion Forum, "New Products and Innovations in Services" at the Services Marketing Workshop, April 1991 (The Wharton School of the University of Pennsylvania, Philadelphia, Pennsylvania).
- Participant in Discussion Forum, "External and Internal Communication in the Hostile Environment" at the Student-Business Executive Conference, April 1991 (University of Delaware, Newark, Delaware).
- Session Chair, "Identifying Optimal Levels of Product Promotions," at the Marketing Science Conference, March 1991 (University of Delaware & DuPont, Wilmington, Delaware).
- Participant in Discussion Forum, "Incentives as a Marketing Tool," at Incentives Marketing Seminar, March 1991 (University of Maryland & Association of Incentives Marketing, College Park, Maryland).
- Member, AMA - Doctoral Consortium - Planning and Organization Committee, August 1984, (Northwestern University, Evanston, Illinois).

**EDUCATIONAL SEMINARS/ PRESENTATIONS/ WORKSHOPS/ PUBLICATIONS:**

1. "Ph.D. Research and Career Opportunities in Academia and Industry," with Manrai, A.K., Ph.D. workshop at the Indian Institute of Sciences, Bangalore, India, May 2011.
2. "Environmental Challenges of International Marketing: Cola Wars in India," with Manrai, A.K., Presentation given at the School of Business, August 2011 (University of Kashmir, Srinagar, India.)
3. "International Collaboration on Teaching and Research," with Manrai, A.K., Discussion Forum with Faculty and Administration at the following Universities/Institutions:
  - \* Amrita School of Business, Coimbatore, India, May 2011
  - \* Sikkim College of Commerce, Gangtok, India, June 2011
  - \* Shoolini University of Biotechnology and Management Science, Solan, India, August 2011
4. "Quantitative, Behavioral, and Strategic Approaches in Market Research," with Manrai, A.K., Ph.D. Seminar given at the Amrita School of Business, May 2011 (Amrita University, Coimbatore, India).
5. "Culture: Origins, Elements, Consequences," Guest Lecture in the PGP International MarketingManagement Class, February 2011, Indian Institute of Management, Ahmadabad, India
6. "Relative Importance of the Case Method of Teaching in the International Marketing and Marketing Strategy Classes," with Manrai, A.K., Presentation at the Special Panel Session in the World Marketing Congress of the International Management Development Association, July 2010, KTO Karatay University, and Konya Chambers of Commerce, Konya, Turkey.
7. "Design of Effective Teaching Strategies: A Comparative Analysis Across Course Types," with Manrai, A.K., Presentation given at the Oxford Business and Economics Conference, June 2009. St. Hugh's College, Oxford University, Oxford, U.K.
8. "International Cultures and Marketing," Talk given as a part of the Life-Learning Skills Program at Ray Street C Residence Hall, April 2001 (University of Delaware, Newark, Delaware).
9. "Undergraduate Versus Graduate Classes, Introductory Versus Advanced Classes: Challenges and Strategies," Presentation given at the Forum on Teaching in Third Annual Wakonse-East Teaching Retreat, May-June 1995 (University of Delaware, Newark, Delaware).
10. "Trends in MBA Education at the University of Delaware," with Manrai, A.K., Seminar given at the College of Business and Public Administration, May 1994 (Open University, Heerlen, The Netherlands).
11. "International Marketing Management," Seminar given at the Summer International Business Institute, July 1991 (University of Delaware, Newark, Delaware).
12. "Marketing Concentration at University of Delaware," Presentation made to Swaziland Technical Evaluation Committee, July 1991 (University of Delaware, Newark, Delaware).

**COMMITTEE SERVICE AT UNIVERSITY OF DELAWARE:**

Chair, Department of Business Administration P & T Committee: Fall 2001  
Panelist, "Perspectives on Faculty Career Development," Moderator: Bobby Gempesaw (Vice Provost for Academic Programs and Planning), New Faculty Orientation: October 2001  
Member, University Faculty Senate Committee on Promotions and Tenure: 2000-2002  
Member, University Faculty Senate Student Life Committee: 1999-2001, 2001-2002  
Member, College of Business and Economics Summer Research Grants Evaluation Committee: Dec. 2000  
Faculty Advisor, The Indian Student Association at the University of Delaware: 1998-99, 1999-2000  
Usher, College of Business and Economics Convocation Ceremony: May 1999  
Member, European Center of University of Delaware Working Group: 1998  
Member, Globalization Planning Committee for the College of B & E: 1997-98  
Member, Faculty Senate Library Committee: 1997-98, 1998-99  
Member, Marketing Faculty Search Committee: 1996  
Faculty Recruitment: 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1997, 1998, 1999, 2000, 2001  
Member, Department of Business Administration P & T Committee: 1994-2001  
Board Member, University of Delaware Women's Club, University of Delaware: 1994-95.  
Faculty Sponsor, Women of Promise Dinner Undergraduate Student Nominees:  
Nina Sartori (1994), Cara Campo (1996), Katie Arbogast (1997), Kelly Gannon (1999), Elaine Kurtz (2000S), Wendy Haro (2000F), Andrea Klausmeier (2001)  
Co-Chair, International Hospitality Committee, University of Delaware Women's Club: 1994-95.  
Member, CIBER Committee: 1991-92, 1992-93, 1993-94  
Member, International Committee of the Dept. of Business Administration: 1989-95, 1997-2002  
Scholarship Reader, March 1993  
Member, Search Committee for Undergraduate Lecturer and Program Advisor: 1993.  
Faculty Sponsor, Dr. Barton Weitz in the Distinguished Guest Speaker Series in Business Admin.: 1991-92  
Member, Student Academic Support Sub-Committee: 1991-92  
Member, Committee for the Five Year Evaluation of Chair, Business Admin: 1992.  
Member, Presentation Committee, USAID Proposal for Swaziland: 1991  
Member, Graduate Programs Sub-Committee: 1990-91  
Member, Internatl. Sub-Committee for University Develop. Program in Eastern and Central Europe: 1990-91  
Member, Undergraduate Programs Committee: 1990-91, 1991-92  
Member, Library Subscriptions Committee: 1990-91, 1991-92  
Faculty Representative, University of Delaware Commencement Ceremony: June 1991  
Faculty Representative, College of Business & Economics Convocation Ceremony: June 1991, May 1995  
Founder and Research Coordinator, Subject Pool: Fall 1988 to Winter 1990  
Member, Research Committee: 1989-90  
Coordinator, Information on Wharton Marketing Seminars: 1988-89  
Member, Communications Committee: 1988-89  
Departmental Representative, Women of Excellence Dinner Grad Student Nominee: Gina Gempesaw (1987)

**SUPERVISION OF INDEPENDENT STUDIES:**

1. "Marketing in Panama": Ana Narvaez, Fall 2000
2. "Spiritual Values and Consumer Behavior": Kamala Williams, Fall 1998
3. "Changing Profile of Women Consumers in Asia-Pacific": Monika Pundalik, Spring 1997
4. "Marketing of Antiques": Darren Cioffi, Fall 1996 and Spring 1997
5. "Consumer Behavior in Guatemala": Cindy Zepeda, Spring 1996
6. "Advertising in Latin America": Marc Rand, Spring 1996
7. "Television Advertising in Argentina and Chile": Jennifer Butts, Spring 1995
8. "Ecotourism Marketing": Andrea Gulli, Spring 1993
9. "Economic and Political Trends in Eastern Europe": Pawan Bhatia, Fall 1992
10. "Advertising in Africa": Michael Schwartz, Spring 1992
11. "Marketing in Retail Banking Industry": Deborah Nehmad, Fall 1989 and Spring 1990
12. "International Travel and Tourism Marketing": Beth Arace, Spring 1989

**SUPERVISION OF PROJECTS UNDER TEACHERS' ASSISTANT PROGRAM:**

1. "Research on Toys and Cultural Values": Lauren Bertoia, 2001-2002
2. "Research on Cross-Cultural Aesthetics": Rachel Green, 2000-2001
3. "Research on Consumer Spiritualism": Michael Carleton: Spring 1999, Fall 1999, Spring 2000
4. "Research on Competitive Marketing in Poland and Romania": Blair Gordon: Fall 1998
5. "Research on Marketing in Peoples Republic of China": Eric Chen, 1996-97
6. "Research on Consumerism Trends Around the World": Marc Rand, 1995-96
7. "Research on Personal Values and Consumption Behavior": Nina Sartori, 1994-95
8. "Research on Cultural Values and Consumer Behavior": Sharon Schulz, 1991-92
9. "Research on Cognition-Affect Relationship": Katherine Frankiel, 1990-91

**SUPERVISION OF RESEARCH INTERNSHIPS:**

1. "Marketing Challenges and Opportunities in India": Gaurav Malhotra (Voluntary Intern), Spring 1995
2. "Consumer Behavior in Argentina": Pablo Pereyera (English Language Institute Intern), Winter 1993
3. "Consumer Reactions to Persuasive Advtg.": Jennifer Martinez (Voluntary Intern), Summer 1993
4. "Materialism Values of Indian Women Consumers": Lori Beaulieu (Voluntary Intern), Spring 1993

**REVIEW WORK FOR TEXTBOOKS AND INSTRUCTORS' MANUALS:**

1. Review of course materials and Instructor's Manual for 'Marketing Management,' MBA level course, by A. Tybout, Kellogg Graduate School of Management, Northwestern University, 1985.
2. Review and editing of manuscript for Marketing Management: Analysis, Planning and Control, 5<sup>th</sup> edition (1983) by Philip Kotler, New York: Prentice Hall.

**COMMUNITY SERVICE:**

- Writer, Producer, Director, Participant: Bridging the Generations Across the Nations, Parents Play in the Annual Cultural Show of the Youth Group of the Indo-American Association of Delaware, Goldey Beacom College: June 11, 2000 (Newark, Delaware).
- Instructor, Indian Religion and Culture at "Bal-Vihar" (Children's Sunday School), Sponsored by Vishwa Hindu Parishad (World Hindu Society) & Hindu Swayamsevak Sangh (Hindu Volunteer Association): 1998-99, 1999-2000, 2000-2001.
- Adult Coordinator for Youth Group of the Indo-American Association of Delaware: 1999-2000.
- Speaker on "The Significance and Customs of DIWALI," at the Inter-Religious Celebration of Lights Organized by Religious and Spiritual Life Concerns Caucus for University of Delaware, Trabant Center: December 8, 1999 (Newark, Delaware).
- Dance Program Coordinator and Presenter, Children's Program for the DIWALI function of the Hindu Temple Association of Delaware, Brandywine High School: November 13, 1999 (Wilmington, Delaware).
- Co-Choreographer, Dandia Dance in "Festival of Indian Dances: North to South, East to West," The DIWALI Function of the Hindu Temple Association of Delaware, Brandywine High School: November 13, 1999 (Wilmington, Delaware).
- Writer, Producer, Director, Narrator: Krishna's Bal Lila Play (Based on Stories from Bhagvata Purana on Internet), The JANMASHTAMI Function Sponsored by the Vishwa Hindu Parishad (World Hindu Society) and Hindu Swayamsevak Sangh (Hindu Volunteer Association) of Delaware, Christiana High School: September 11, 1999 (Newark, Delaware).
- Participant, Parents Spontaneous Skit in the Annual Cultural Show of the Youth Group of the Indo-American Association of Delaware, Goldey Beacom College: June 20, 1999 (Newark, Delaware).
- Participant (Representing The Hindu Temple Association of Delaware), Panel Discussion on "Spirituality in the New Millennium - Perspective on Hinduism," The News Journal: June 3, 1999 (Wilmington, Delaware).
- Cultural Coordinator, Children's Program for the DIWALI Function of the Hindu Temple Association of Delaware, Newark High School: November 7, 1998 (Newark, Delaware).
- Writer, Producer, Director, Narrator: Ramayana Play (Based on Goswami Tulsidas Ramacharitamanasa, Gita Press, Gorakhpur, India), The DIWALI Function of the Hindu Temple Association of Delaware, Newark High School: November 7, 1998 (Newark, Delaware).
- Representative, The Indian Student Association at the University of Delaware, Newark Community Day: September 20, 1998 (Newark, Delaware).
- Guest Speaker, "India: A Land with 5200 Years of Culture," (with Ajay K. Manrai), Ms. Nacrelli's 7th Grade Honors Social Studies class, Caravel Academy: May 8, 1998 (Bear, Delaware).
- Guest Speaker, "Fifty Years of Independent India," The Diwali Function of the Indian Student Association at the University of Delaware: Mitchell Hall: November 2, 1997 (Newark, Delaware).
- Founder, DIPAK Group (Delaware's International Performing Arts Kaleidoscope), a cultural group for the promotion of performing arts through volunteer work and community sponsorship: Founded on October 11, 1997.
- Merit Badge Counselor, Boy Scouts of America, Freedom Trail District, Delmarva Council, Troop 250: 1997-98, 1998-99, 1999-2000.
- Merit Badges: American Cultures, American Heritage, Art, Citizenship in the World, Collections, Genealogy, Public Speaking, Reading, Textiles, Theater
- Troop Manager, Cadette Girl Scouts QSP (Magazines & Music) Sales, Girl Scouts of America, Chesapeake Bay Girl Scout Council, Area 38, Troop 1455, 1997-98.
- Committee Member, Boy Scouts of America, Freedom Trail District, Delmarva Council, Troop 250: 1996-97, 1997-98, 1998-99, 1999-2000.

**COMMUNITY SERVICE: Contd.**

- Co-Chair, Awards and Advancements, Boy Scouts of America, Freedom Trail District, Delmarva Council, Troop 250: 1997-98, 1998-99, 1999-2000.
- Chairperson/Troop Manager, Junior Girl Scouts Cookie Sales, Girl Scouts of America Chesapeake Bay Girl Scouts Council, Area 38, Troop 1273, 1996-97.
- Coordinator, Awards and Achievements, Boy Scouts of America, Freedom Trail District, Delmarva Council, Pack 56, Den 8: 1996-97.
- Member, Boutique Sales Committee, Delaware Dance Company (a non-profit organization): Fall 1996 and Fall 1999 Performances - Nutcracker Ballet (Newark, Delaware).
- Chairperson, Public Relations Committee, Delaware Dance Company (a non-profit organization): Fall 1995 Performance - Nutcracker Ballet (Newark, Delaware).
- Coordinator, Ushers Team, Mid Atlantic Ballet (a non-profit organization)  
- Alice in Wonderland Ballet: Spring 2001
- Member, Ushers Committee, Delaware Dance Company (a non-profit organization)  
- Nutcracker Ballet: Fall 1994, Fall 1995, Fall 1997, Fall 1998, Fall 1999, Fall 2000  
- Sleeping Beauty Ballet: Spring 1995  
- Hansel and Gretel Ballet: Spring 1997  
- Peter Rabbit Ballet: Spring 1998
- Representative, Delaware Dance Company (a non-profit organization), Newark Community Day: September 24, 1995 (Newark, Delaware).
- Representative, Delaware Dance Company (a non-profit organization), Fifth Annual Delaware Home & Family Show sponsored by The New Castle County Chamber of Commerce and Family Times: March 26, 1995 (Newark, Delaware).
- Participant, 75th Anniversary of the Constitutional Right of Women to Vote Calendar Promotion: 1995, Delaware League of Women Voters and Delaware Heritage Commission.
- Speaker and Discussion Moderator, "Living in America: Cultural Mosaic and/or Melting Pot?", International Hospitality Committee, University of Delaware Women's Club: November 8, 1994 (Newark, Delaware).
- Marketing Advisor, Fourth India Day: September 24, 1994, Indo-American Association of Delaware (Wilmington, Delaware).
- Representative, University of Delaware Women's Club, Newark Community Day: September 17, 1994 (Newark, Delaware).
- Co-chair, International Hospitality Committee, University of Delaware Women's Club: 1994-95.
- Response Citizen Speaker, "Reflections on Becoming a U.S. Citizen," United States of America Citizenship Ceremony: December 2, 1993 (Wilmington, Delaware).

**SERVICE QUOTES/MENTIONS/NEWS/PUBLICATIONS:**

- Manrai, L.A., "Hugs Make You Happy and Healthy," in Life Cycles, the Brandywine Home Therapy Newsletter, December 2014, Newark, Delaware.
- Manrai, L. A., Excerpts from 1995 Calendar of Delaware League of Women Voters and Delaware Heritage Commission quoted in "12 Months of Messages on Suffrage, Active Seniors," (Reporter: Gary Soulsman), Pace Column of The News Journal, Tuesday, January 3, 1995, Section D, Wilmington, Delaware.

**INDUSTRY EXPERIENCE:**

- \*SICOM Ltd., Bombay, India (1976-1982)  
Associate Manager: Marketing Services and Project Appraisal and Joint Venture Departments
- \*BHEL Ltd., New Delhi, India (Summer 1975)  
Marketing Consultant: Market Research to Determine Potential for Power Plant Equipments in Gulf Countries
- \*Tata Chemicals Ltd., Mithapur, India (1972-1974)  
R & D Engineer: Computer Programming and Chemical Plant Design
- \*Indian Airlines Corporation, New Delhi, India (1971-1972)  
Graduate Engineer: Aviation Engineering Design & Administration
- \*Air India, Bombay, India (Summer 1970)  
Plant Engineer: Design, Maintenance & Testing of BOEING Aircrafts
- \*Indian Airlines Corporation, New Delhi, India (Summer 1969)  
Plant Engineer: Design, Maintenance & Testing of VISCOUNT Aircrafts

**COMMUNITY/NON-PROFIT ORGANIZATION MEMBERSHIPS: (past and/or present)**

- Member, Girl Scouts of America (GSA)
- Member, Boy Scouts of America (BSA)
- Member, Indo-American Association of Delaware (IAAD)
- Life Member, Hindu Temple Association of Delaware (HTAD)
- Member, University of Delaware Women's Club (UDWC)
- Member, Parents Guild of the Delaware Dance Company (DDC)
- Member, Bryce Canyon Historical Society (BCHS)
- Member, Grand Canyon Historical Society (GCHS)
- Member, Rocky Mountain Historical Society (RMHS)
- Member, Discover Your North West (DYNW)
- Member, Sequoia and Kings Canyon Nature Society (SKNS)

**PASSIONS & OBSESSIONS, HOBBIES & INTERESTS:**

**World Geography, History, & Cultures:** Travelling, Reading, Artifacts Collection

**Sports and Games:** Bridge, Tennis, Table Tennis

**Performing Arts:** Dance, Music, Theatre

**Visual Arts:** Oil Painting, Doll Making, Photography

**Other Pursuits:** Debate, Poetry, Meditation, Reiki

**TRAVEL WITHIN CONTINENTAL USA:**

- |               |                  |                   |                     |
|---------------|------------------|-------------------|---------------------|
| 1 Arizona     | 11 Indiana       | 21 New Jersey     | 31 Utah             |
| 2 Arkansas    | 12 Iowa          | 22 New York       | 32 Vermont          |
| 3 California  | 13 Kentucky      | 23 North Carolina | 33 Virginia         |
| 4 Colorado    | 14 Maine         | 24 Ohio           | 34 Washington DC    |
| 5 Connecticut | 15 Maryland      | 25 Pennsylvania   | 35 Washington State |
| 6 Delaware    | 16 Massachusetts | 26 Rhode Island   | 36 West Virginia    |
| 7 Florida     | 17 Michigan      | 27 South Carolina | 37 Wisconsin        |
| 8 Georgia     | 18 Montana       | 28 South Dakota   | 38 Wyoming          |
| 9 Idaho       | 19 Nevada        | 29 Tennessee      |                     |
| 10 Illinois   | 20 New Hampshire | 30 Texas          |                     |