

NIKHILESH DHOLAKIA

Professor of Marketing and International Business

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[Google Scholar Author Page](#)

[SSRN Author Page](#)

[Academia.edu Author Page](#)

EDUCATION AND WORK HISTORY

EDUCATION

Ph.D.(Marketing/Managerial Economics and Decision Sciences), Kellogg School, Northwestern University

MBA (Marketing/Operations Research), Indian Institute of Management, Ahmedabad

B. Tech. (Chemical Engineering), Indian Institute of Technology, New Delhi

EMPLOYMENT

ACADEMIC AND RESEARCH POSITIONS HELD

1984-now	Professor, College of Business Administration, University of Rhode Island.
1981-1984	Associate Professor, College of Business Administration, University of Rhode Island
1979-1981	Associate Professor, College of Business Administration, Kansas State University
1975-1978	Assistant Professor (1975-78) and Associate Professor (1978-79), Indian Institute Management at Ahmedabad
1973-1975	Lecturer, University of Illinois at Chicago
1972	Instructor (Fall Semester), Illinois Institute of Technology, Chicago
1971	Research Associate, Indian Institute of Management, Ahmedabad
1970	Market Research Assistant, Grindwell Norton, Bombay (now Mumbai)

ADMINISTRATIVE POSITIONS

- 1990-2011 Associate Director, Research Institute for Telecommunications and Information Marketing (RITIM), University of Rhode Island.
- 1988-90 Director of the Ph.D. Program in Business Administration, University of Rhode Island.

VISITING ASSIGNMENTS

- 2011-12 Visiting Professor, Aalborg University, Denmark
- 2009 Visiting Professor, Le Havre University, France
- 2007-2008 Visiting Faculty, PGPEX Program, Indian Institute of Management – Calcutta (IIMC), Kolkata, India
- 2005 Visiting Professor, Eastern Institute of Management (EIM), Kolkata, India
- 2004-2005 Visiting Professor, Indian Institute of Management, Ahmedabad (IIMA), India
- 1999 & 2001 Visiting Faculty, Information Technology Program (ITP), Helsinki School of Business and Economics, Finland
- 2000 Erskine Fellow, University of Canterbury, Christchurch, New Zealand
- 1998 Visiting Professor, Department of Marketing, Odense University, Denmark
- 1992-93 Visiting Professor, School of Management, Arizona State University West, USA
- 1992 Visiting Professor, Chuo University, Tokyo, Japan
- 1989 Visiting Scholar, Norwegian Institute for Market Research, Sandvika, Norway
- 1989 Visiting Professor, Indian Institute of Management, Ahmedabad (IIMA), India
- 1984-85 Visiting Professor of Marketing, The Kellogg School, Northwestern University, USA
- 1983 Visiting Professor, Xavier Labor Relations Institute (XLRI), Jamshedpur, India
- 1976-77 Visiting Faculty, Indian Institute of Management, Calcutta (IIMC), India

AWARDS, HONORS, AND OTHER SPECIAL RECOGNITION

- 2012 Invited External Examiner, Doctoral Program, Multimedia University, Malaysia
- 2011-12 Invited External Doctoral Committee Member, Izmir University, Turkey.
- 2011 Invited Speaker, 25th National Conference of the Japan Society for Distribution Sciences, Osaka, November 11-14, 2011.
- 2011 Invited External Doctoral Examiner and Opponent, University of Southern Denmark, Odense, Denmark.
- 2010 Invited External Doctoral Examiner and Opponent, Aalto University, School of Economics, Aalto, Finland.
- 2010 Invited External Examiner, Doctoral Program, Multimedia University, Malaysia.
- 2010 Invited Keynote Speaker, Association for Consumer Research Special Workshop on “Consumer

N. DHOLAKIA - VITA . . .

- Research in Non-Western Contexts”, University of Strathclyde, Glasgow, Scotland.
- 2010 Invited Faculty, “Brands and Their Global Impacts”, 8-day intensive doctoral seminar program hosted by the University of Texas-Pan American in Edinburg, Texas.
- 2008-2009 Appointed to Special Doctoral Faculty Status, University of Texas – Pan American.
- 2008 Invited External Examiner, University of Alberta, Edmonton, Alberta, Canada.
- 2008 Invited Faculty, “Marketing, Development and Globalization”, 8-day intensive doctoral seminar program hosted by the University of Texas-Pan American in Edinburg, Texas.
- 2005-2007 President, International Society for Marketing and Development.
- 2005 Winner, Dean’s Excellence Award for Research, College of Business Administration, University of Rhode Island
- 2005 Invited External Examiner, Doctoral Program, Multimedia University, Malaysia.
- 2004 Invited External Examiner, Doctoral Program, Indian Institute of Technology, Kharagpur.
- 2003 Invited Distinguished Speaker, Andicom2003 – Ninth Annual Andean Telecommunications Congress, Cartagena, Colombia, October 29-31, 2003.
- 2003 Top Paper Award, Human Information Technology Division, for Paper “Distance Learning, Travel Behavior and Communication”, with N. Mundorf, R. Dholakia, and J. Xiao, at the Eastern Communication Association, Washington, DC, April.
- 2002 Faculty Advisor, First Prize Winner (Nir Kshetri), 2001 Student Essay Competition, Pacific Telecommunications Council (PTC)
- 2001 Dissertation Advisor for “Globalization of Innovations: A Multilevel-Multimethod Framework to Explain Diffusion and Adoption of the Internet” by Nir Kshetri, Winner of Association for Consumer Research (ACR)-Sheth Foundation Doctoral Dissertation Proposal Award; and nominee dissertation for AMA-TechSIG Award.
- 2000 Dissertation Advisor for “The Speed of Money: Investment as Consumption in the Age of Computer-Mediated Communication” by Detlev Zwick, Winner of Alden G. Clayton Competition for Dissertation Proposals, Marketing Science Institute
- 2000 Faculty Advisor, Second Prize (Nir Kshetri) and Third Prize (Maggie K. Cheung) winners, 2000 Student Essay Competition, Pacific Telecommunications Council (PTC)
- 2000 Erskine Fellowship, University of Canterbury, New Zealand
- 2000 Recognition for Outstanding Research, University of Rhode Island
- 2000 Invited Keynote Speaker, Seventh International Conference on Marketing and Development, University of Ghana, Accra, Ghana
- 1999-2000 Feinstein Service Learning Fellow, Feinstein Center for Service Learning, University of Rhode Island
- 1997-2005 Area Editor, *CMC: Consumption, Markets & Culture*, an interdisciplinary journal
- 1995-Now Member of the Advisory Board, International Society for Marketing and Development
- 1996 Research Scholar Award, College of Business Administration, URI
- 1994 Paper co-authored with Dr. Ruby Roy Dholakia in *Telecommunications Policy* nominated for the McGannon Communications Policy Research Award
- 1993 Winner of Best Paper Award, Department of Marketing, and co-winner, Best Paper Award, Department of Management Science, URI
- 1993 Appointed to the Advisory Board of Lauro Thin Films, Inc
- 1992-93 Selected co-chair (with Dr. N. Mundorf) of the URI Honors Colloquium
- 1991-93 External Examiner, MBA Program, The Chinese University of Hong Kong
- 1991-92 Supervising Professor, Award Winning Student Entries in AT&T Marketmasters Competitions

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- 1987-92 Book Review Editor, *Journal of Macromarketing*
- 1989-91 NSF-appointed Evaluator, Rhode Island Center for Thin Films and Interface Research at Brown University and The University of Rhode Island
- 1988-90 Director of the Ph.D. Program in Business Administration, University of Rhode Island
- 1987 Winner (along with Dr. A. F. Firat) of the Charles C. Slater Memorial Award for the best article in Volume 2 of *Journal of Macromarketing*
- 1978-87 Member, Editorial Board of *Management and Labour Studies*
- 1983 Supervising Professor of Award Winning Student Entry on Brand Positioning, AMF-Voit Flying Disc Competition
- 1982 Included in Outstanding Young Men of America
- 1978 Member, Visitation Panel on Marketing Programs, Ministry of Education, Government of India
- 1978 Expert Reviewer, National Book Trust of India
- 1971-75 Ford Foundation Doctoral Fellowship, Administered through Institute of International Education, New York
- 1973 Doctoral Fellow, Third Albert Haring Doctoral Symposium, Indiana University
- 1970-71 Godrej Industrial Scholarship, Indian Institute of Management, Ahmedabad
- 1965-66 Merit Scholarship, Indian Institute of Technology, New Delhi

RESEARCH-RELATED WEB LINKS

Some of Dr. Dholakia's research can be viewed at the SSRN Author page:

<http://ssrn.com/author=458384>

Professional-Educational Facebook groups:

<http://www.facebook.com/home.php?ref=home#/group.php?gid=128340360453>

<http://www.facebook.com/home.php?ref=home#!/group.php?gid=152231245719>

<http://www.facebook.com/home.php?ref=home#!/group.php?gid=114854130711>

Professional-Educational India-related Twitter updates:

<http://twitter.com/IndiaAtURI>

DOCTORAL DISSERTATIONS SUPERVISED

Investigating the effect of the degree of newness of a discontinuous technological innovation on individuals' judgments, by Paschalina "Lilia" Ziamou, University of Rhode Island, 1997.

Death and identity: consumer behavior in Asante death rituals, by Samuel Kwaku Bonsu, University of Rhode Island, 2001.

The speed of money: investment as consumption in age of computer-mediated communication, by Detlev Zwick, University of Rhode Island, 2001. [Winner, MSI/Clayton Award]

Globalization of innovations : a multilevel-multimethod framework to explain diffusion and adoption of the internet, by Nir Kshetri, University of Rhode Island, 2003. [Winner, ACM/Sheth Foundation Award]

N. DHOLAKIA - VITA . . .

Understanding customer relationship management from managers' and customers' perspective: exploring the implications of CRM fit, market orientation, and market knowledge competence, by Jounghae “Kris” Bang, University of Rhode Island, 2005.

Monetizing Mobile: Factors Influencing Development of Mobile Commerce in Japan, China, and Korea: 2000-2005, by Mark M. Lennon, University of Rhode Island, 2008.

Social Media, Identity Dynamics and Experiential Consumption, by Caroline Wilcox, University of Rhode Island, 2011.

Social Media and Consumer Creativity, by Julianne A. Cabusas, University of Rhode Island, 2011 (in progress).

Virtual Consumption: A Multilevel Exploration, by Man Zhang, University of Rhode Island, 2011 (in progress).

RESEARCH GRANTS

- 2008-2010 Principal Co-Investigator, “A New Model for Comparing International Port Competitiveness: A Study of Key Ports in Korea, US, and China”, with Douglas N. Hales and Sung Woo Lee, funded by Korea-America Joint Marine Policy Research Center
- 2008-2009 Co-Investigator, “Transportation-related Case Studies to be Developed from a GU8 Workshop on Understanding the Human Dimensions of Global Change”, project led by Dr. Judy K. Beckman, funded by University of Rhode Island Transportation Center
- 2006-2007 Team Member/Faculty Investigator (non-PI), “Global Transportation Networks and Supply Chain Management”, project led by Dr. Mary K. Hamilton, funded by University of Rhode Island Transportation Center
- 2000-2002 Principal Co-Investigator, “Exploring Ways of Influencing Transport Behavior Through Telecommunications Technology,” funded by University of Rhode Island Transportation Center
- 1999-2000 Principal Investigator, “Interactions of Transportation and Telecommunications,” funded by University of Rhode Island Transportation Center
- 1999 Principal Investigator, “Teenagers and Technology,” funded by Rhode Island Economic Policy Council & Human Resources Investment Council
- 1998-1999 Co-Investigator, “Local Telecom Competition in Rhode Island,” funded by Rhode Island Public Utilities Commission.
- 1998 Principal Investigator, “Rhode Island's Information Technology Workforce Requirements,” funded by Rhode Island Software Association (now called RITech)
- 1998 Team Member, URI-Novgorod Project to assist Business Education in Russia, funded by United States Information Agency (Drs. Linda Randall and Chai Kim, Principal Investigators)
- 1994-95 Principal Investigator, “Marketing Enhanced Service,” funded by Unisys Corporation, Pennsylvania.
- 1994 Member, Project Team for developing joint educational program between URI and Braunschweig University, Germany; funded by Fund for the Improvement of Postsecondary Education, U.S. Department of Education (Dr. John Grandin, Principal Project Investigator)
- 1994 Principal Co-Investigator (with Dr. N. Mundorf), URI Honors Colloquium on “New Information Technology: Panacea or Peril?”, funded by Honors Program and Visiting Scholars Committee, University of Rhode Island
- 1991 Co-Investigator, “Telecommunications in Rhode Island: Is the State Ready for the Future?” Rhode

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- Island Public Utilities Commission
- 1989 Co-Investigator, "Attracting and Retaining Telecom Service Customers: A Survey," funded by NYNEX (now part of Verizon), New York.
- 1986-91 Co-Investigator, "Telecom Purchase Decisions: A Survey of Small and Medium-Sized Organizations in the United States," funded by AT&T Network Systems (now part of Lucent-Alcatel), New Jersey
- 1988-91 Member of the ICMRD Project Team, Fisheries Research and Development Project (FRDP), Jakarta, Indonesia, funded by USAID (Dr. Spiros Constantinides, Project Leader from URI)
- 1989-90 "Regional Integration and Global Competitiveness", funded by the Institute for International Business, The University of Rhode Island
- 1979-81 "International Influences on Third World Marketing," "Positioning Strategies," funded by Bureau of General Research, Kansas State University
- 1976-79 "Social Enterprises and Marketing Theory," "Public Distribution Systems," funded by Research and Publications Committee, Indian Institute of Management, Ahmedabad

BOOKS

Cases on Social Media in Asia: Technological, Organizational and Societal Perspectives, Hershey PA: IGI Global, 2013.

M-commerce: Global Experiences and Perspectives, co-edited with M. Rask and R. R. Dholakia, Hershey PA: Idea Group Publishing, 2006.

Worldwide E-Commerce and Online Marketing: Watching the Evolution, co-edited with W. Fritz, R. R. Dholakia and N. Mundorf, Westport CT: Quorum Books, 2002.

Consuming People: From Political Economy to Theaters of Consumption, with A. F. Firat, London and New York: Routledge, 1998.

New Infotainment Technologies in the Home: Demand-Oriented Perspectives, co-edited with R. R. Dholakia and N. Mundorf, Mahwah NJ: Lawrence Erlbaum Associates, 1996.

Consumption and Marketing: Macro Dimensions, co-edited with R. W. Belk and A. Venkatesh, Cincinnati OH: South-Western, 1996.

Essentials of New Product Management, co-authored with G. L. Urban and J. R. Hauser, Englewood Cliffs NJ: Prentice-Hall, 1987.

Philosophical and Radical Thought in Marketing, co-edited with A. F. Firat and R. P. Bagozzi, Lexington, MA: Lexington Books, 1987.

Changing the Course of Marketing: Alternative Paradigms for Widening Marketing Theory, co-edited with J. Arndt, Greenwich, CT: JAI Press, 1985.

Management of Decentralized Sectors: Case of Handlooms, co-authored with R. Khurana, K. Balakrishnan, T. K. Moulik, New Delhi: Oxford and IBH, 1981.

Public Distribution Systems: Evolution, Evaluation and Prospects, co-edited with R. Khurana, New Delhi: Oxford and IBH, 1979.

Marketing Management: Cases and Concepts, co-authored with L. Bhandari, R. Khurana, A. K. Jain, New Delhi: Macmillan India, 1978.

EDITED PROCEEDINGS AND OTHER VOLUMES

Proceedings of the Sixth International Conference on Marketing and Development, co-edited with D. Lascu, S.

Grossbart, and I. Catoiu, Richmond VA: University of Richmond, 1997.

COTIM-97 Proceedings, co-edited with E. Kruse and D. R. Fortin, Kingston, RI: Research Institute for Telecommunications and Information Marketing, 1997.

Internet-Auftritte der 100 größten deutschen Industrieunternehmen [Internet presence of the top 100 German industrial corporations], with N. Mundorf, D. Zwick, P. Schwarz, V. Hamm, Düsseldorf, Germany: VDI Verlag, 1998.

BOOK CHAPTERS

“Fusing Back the Human, Radically”, in *Humanistic Marketing*, Richard J. Varey and Stanley J. Shapiro, eds., London: Routledge, 2013 (forthcoming).

“Medicine 2.0 and Beyond: From Information Seeking to Knowledge Creation in Virtual Health Communities”, with Handan Vicdan, in *The Routledge Companion to Digital Consumption*, Russell Belk and Rosa Llamas, eds., New York and London: Routledge, 2012.

“Strategic Database Marketing: Customer profiling as new product development”, with Detlev Zwick, in *Marketing Management: A Cultural Perspective*, edited by Lisa Peñaloza, Nils Tolouse, and Luca Massimiliano Visconti, London and New York: Routledge, 2012, pp. 443-458.

“Mobility, Sociability and Creativity in a Networked World”, with Ruby Roy Dholakia, in *Das Internet der Zukunft*, edited by Udo Wagner, Klaus-Peter Wiedmann and Dieter von der Oelsnitz., Wiesbaden, Germany: Gabler, 2011, pp. 45-59.

“Hinduism”, in *Encyclopedia of Consumer Culture*, edited by Dale Southerton, London: Sage, 2011.

“Databases and Consumers”, with Detlev Zwick, in *Encyclopedia of Consumer Culture*, edited by Dale Southerton, London: Sage, 2011, 2011.

“Consumption Patterns and Trends”, with A. Fuat Firat, in *Encyclopedia of Consumer Culture*, edited by Dale Southerton, London: London: Sage, 2011.

“Disney”, with A. Fuat Firat and Ebru Ulusoy, in *Encyclopedia of Consumer Culture*, edited by Dale Southerton, London: London: Sage, 2011.

“Offshoring of high-value functions: a case study of US-India trade in medical transcription services”, with Nir Kshetri, in *Global Outsourcing and Offshoring*, edited by Farok J. Contractor, Cambridge University Press, 2010, 327-354.

“Technology, Consumers, and Marketing Theory”, with Detlev Zwick and Janice Denegri-Knott, in *The SAGE Handbook of Marketing Theory*, edited by Pauline Maclaran, Michael Saren, Barbara Stern and Mark Tadajewski, London and Thousand Oaks CA: Sage, 2010, 494-511.

“Sinotrans”, with Douglas N. Hales and Miao Zhao, in *A Guide to the Top 100 Companies in China*, edited by Wenxian Zhang and Ilan Alon, New York: World Scientific Publishing, 2010, pp. 264-268.

“Global E-Organization”, with Ruby Roy Dholakia, in *Introduction to Service Engineering*, edited by Gavriel Salvendy and Waldemar Karwowski, Hoboken NJ: Wiley, 2010, pp. 533-543. Translated into Chinese and published by Tsinghua Press.

“Oman”, with Kyle C. Dunlap, in *Encyclopedia of Business in Today's World*, edited by Jan Hack Katz and J. Geoffrey Golson, Thousand Oaks CA: Sage, 2009.

“Qatar”, with Kyle C. Dunlap, in *Encyclopedia of Business in Today's World*, edited by Jan Hack Katz and J. Geoffrey Golson, Thousand Oaks CA: Sage, 2009.

“Tata Group”, with Ashok C. Mathur, in *Encyclopedia of Business in Today's World*, edited by Jan Hack Katz and J. Geoffrey Golson, Thousand Oaks CA: Sage, 2009.

- “Adversarial Allies: The Evolving China-India Nexus”, in *International Business under Adversity: A Role in Corporate Responsibility, Conflict prevention and Peace*, edited by Gabriele Suder, London: Edward Elgar Publishers, 2008.
- “Foreword”, *Consumer Adoption and Usage of Broadband*, by Y. K. Dwivedi, Hershey PA: Idea Group Publishing .
- “Global Digital Divide” with Nir Kshetri, in *Encyclopedia of Information Science and Technology*, 2nd edition, edited by Mehdi Khosrow-Pour, Hershey, PA: Information Science Reference, 2009, 1664-1670.
- “Customer Relationship Management and Knowledge Discovery in Databases,” with JoungHae Bang, Lutz Hamel, and Seung-Kyoon Shin, in *Encyclopedia of Information Science and Technology*, Volume II, 2nd edition, edited by Mehdi Khosrow-Pour, Hershey, PA: Information Science Reference, 2009, 902-907.
- “Failures of B2C Retailing: A Services Industry View”, with A. M. Pandya, in *Advances in Electronic Commerce*, Vol. 2, edited by Mehdi Khosrow-Pour, Hershey, PA: Idea Group Publishing.
- “Conceptualizing Failed B2C Dotcoms as Innovation Failures”, with A. M. Pandya, in *Advances in Electronic Commerce*, Vol. 2, edited by Mehdi Khosrow-Pour, Hershey, PA: Idea Group Publishing.
- “Impact of Distance Learning on Travel Behavior,” with N. Mundorf, R. R. Dholakia, in *Encyclopedia of Distance Learning*, 2nd edition, edited by Caroline Howard et al., Hershey, PA: Idea Group Publishing, 2006, Part A.
- “B2C Failures: Toward an Innovation Theory Framework”, with A. M. Pandya, in *Social Implications and Challenges of E-Business*, edited by Feng Li, Hershey PA: Idea Group Publishing.
- “Does Marketing Need to Transcend Modernity?” with A. F. Firat, in *Does Marketing Need Reform?*, edited by Jagdish N. Sheth and Rajendra Sisodia, Armonk NY: M. E. Sharpe, 2006, 126-133.
- “Virtual Communities in Marketspace Contexts”, with D. Zhang, in *Encyclopedia of Virtual Communities and Technologies*, edited by Subhasish Dasgupta, Hershey PA: Idea Group Publishing, 2005 .
- “Dataveillance and Panoptic Marketspaces”, with D. Zwick and A. Pandya, in *Encyclopedia of Database Technologies and Applications*, 1st ed., edited by Laura C. Rivero, Jorge H. Doorn, and Viviana E. Ferragine, Hershey, PA: Idea Group Publishing, 2005.
- “Automobile Traffic Impact of Distance Learning,” with N. Mundorf, R. R. Dholakia, and J. J. Xiao, in *Encyclopedia of Distance Learning*, edited by Caroline Howard et al., Hershey, PA: Idea Group Publishing, 2005, Part A, 113-119.
- “The Broadband Race: Comparing China and India,” with N. Kshetri, in *Indian Telecom Industry: Trends and Cases*, edited by Nasreen Taher, Hyderabad, India: ICFAI University Press, 2005, 117-128.
- “CRM, KDD, and Relationship Marketing: Requisite Trio for Sustainable E-Marketing,” with R. R. Dholakia and J. Bang, in *Contemporary Research In E-Marketing*, Vol. 1, S. Krishnamurthy (ed.), Hershey PA: Idea Group Publishing, 2004, 250-267.
- “The Global Digital Divide: Predicament and Policy Options,” with N. Kshetri, in *Encyclopedia of Information Science and Technology*, edited by Mehdi Khosrow-Pour, Hershey, PA: Idea Group Publishing, 2004, 1226-1230.
- “The CRM-KDD Nexus,” with J. Bang, L. Hamel, and S. K. Shin, in *Encyclopedia of Information Science and Technology*, edited by Mehdi Khosrow-Pour, Hershey, PA: Idea Group Publishing, 2004, 2803-2808.
- “Internet Diffusion”, with R. R. Dholakia and N. Kshetri, in *The Internet Encyclopedia*, Vol.2, H. Bidgoli (ed.), New York: Wiley, 2004, 38-51.
- “Gender and Internet Usage”, with R. R. Dholakia and N. Kshetri, in *The Internet Encyclopedia*, Vol. 2, H. Bidgoli (ed.), New York: Wiley, 2004, 12-22.

“Mobile Commerce as a Solution to the Global Digital Divide: Selected Cases of e-Development”, with N. Kshetri, in *The Digital Challenge: Information Technology in the Development Context*, S. Madon and S. Krishna (eds.), Aldershot UK: Ashgate Publications, 2004, 237-256.

“Understanding Emergent M-Commerce Services using Business Network Analysis: The Case of Finland”, with T. Pelkonen, in *Wireless Communications and Mobile Commerce*, Nan Si Shi (ed.), 2004, Singapore & Hershey PA: IRM Press, 105-131.

“Configuring M-Commerce Portals for Business Success,” with M. Rask, in *Mobile Commerce Applications*, Nan Si Shi (ed.), 2004, Hershey PA: IRM Press, 76-94.

“Global Heterogeneity in the Emerging M-Commerce Landscape”, with R. R. Dholakia, M. Lehrer, N. Kshetri, in *Wireless Communications and Mobile Commerce*, Nan Si Shi (ed.), Singapore & Hershey PA: Idea Group Publishing, 2004, 1-22.

“Assessing the Market Potential of Network-Enabled 3G M-Business Services,” with M. Samuelsson, in *Wireless Communications and Mobile Commerce*, Nan Si Shi (ed.), Singapore & Hershey PA: Idea Group Publishing, 2004, 23-48.

“Electronic Architectures for Bridging the Global Digital Divide: A Comparative Assessment of E-Business Systems Designed to Reach the Global Poor,” with N. Kshetri, in *Architectural Issues of Web-enabled Electronic Business*, Nan Si Shi and V. K. Murthy (eds.), Hershey PA: Idea Group Publishing, 2002, 23-39.

“Marketing and Interactive Devices: Does a Rose by Another Name Smell the Same?” with R. R. Dholakia, in *Frontiers in Direct and Interactive Marketing Research*, Vol. 4., D. D. Schoenbachler (ed.), New York: John Wiley & Sons, 2001, 10-21.

“The New Bell Atlantic: From Regional Player to Global Competitor,” with R. R. Dholakia, in *Case Studies of International Marketing and International Business*, Norman Coates (compiler), Tokyo: Chuo University Press, 2000, 23-40.

“Social Marketing and Development,” with R. R. Dholakia, in *Handbook for Marketing and Development*, Paul N. Bloom and Gregory T. Grundlach (eds.), Thousand Oaks, CA: Sage, 2000, 486-505.

“Concerns about the Internet: Some Results from a Survey,” with R. Dholakia, in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 297-305.

“The Webs and the Web-nots: Access Issues in the Age of Internet Commerce,” in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 281-296. Revised version in German in 2nd edition, co-authored with N. Kshetri, 2001, 401-422. Also: Updated version in: *Worldwide E-Commerce and Online Marketing: Watching the Evolution*, co-edited with W. Fritz, R. R. Dholakia and N. Mundorf, Westport CT: Quorum Books, 2002, 231-244.

“Electronic Commerce and the Transformation of Marketing,” with R.R. Dholakia, M. Laub, Y.S. Hwang, in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 55-77. Revised version in German in 2nd edition, co-authored with D. Zwick, 2001, 61-93. Also: Updated version in: *Worldwide E-Commerce and Online Marketing: Watching the Evolution*, co-edited with W. Fritz, R. R. Dholakia and N. Mundorf, Westport CT: Quorum Books, 2002, 43-60.

“Internet and Electronic Markets: An Economic Framework for Understanding Market-Shaping Infrastructures,” with R.R. Dholakia and M.H. Park, in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 38-54. Revised version in German in 2nd edition, co-authored with N. Kshetri, 2001. Also: Updated version in: *Worldwide E-Commerce and Online Marketing: Watching the Evolution*, co-edited with W. Fritz, R. R. Dholakia and N. Mundorf, Westport CT: Quorum Books, 2002, 31-42.

“Markets and Marketing in the Information Age,” with R.R. Dholakia, in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 21-37. Also: Updated version in: *Worldwide E-Commerce and Online Marketing: Watching the Evolution*, co-edited with W. Fritz, R. R. Dholakia and N. Mundorf, Westport CT: Quorum Books, 2002, 17-30.

“Web Presence of Top 100 German Corporations,” with N. Mundorf and D. Zwick, in *Internet Marketing*, Wolfgang Fritz (ed.), Stuttgart, Germany: Schaeffer-Poeschel, 1999, 81-106. Updated in 2nd edition, 2001, 97-122 (in German).

“Bringing Infotainment Home: Choices and Challenges”, in *New Infotainment Technologies in the Home: Demand-Oriented Perspectives*, co-edited with R. R. Dholakia and N. Mundorf, Mahwah NJ: Lawrence Erlbaum Associates, 1996, 1-20.

“New Visions of Information Technology and Postmodernism: Implications for Advertising and Marketing Communications”, with A. Venkatesh, R.R. Dholakia, in *The Information Superhighway and Private Households: Case Studies of Business Impacts*, Walter Brenner and Lutz Kolbe, eds., Heidelberg, Germany: Physica, 1996, 319-337.

“Institutional Patterns of Information Technology Diffusion”, with J.W. Bakke, R.R. Dholakia, in *Consumption and Marketing: Macro Dimensions*, R. W. Belk, N. Dholakia, and A. Venkatesh, eds., Cincinnati OH: Southwestern, 1996, 324-346.

“Structural Issues in an Import-Intensive Channel: The Case of Fish Distribution in Japan”, with H. Hayashida, in *The Japanese Distribution System Handbook*, M. R. Czinkota and M. Kotabe, eds., Chicago: Probus Publishing Co, 1993, 295-307.

“Injecting Marketing Vision into High-Technology R&D Projects,” with R.R. Dholakia, in *Advances in Telecommunications Management*, Vol. 1, M. M. Saghaifi and A. K. Gupta, eds., Greenwich CT: JAI Press, 1990, 99-117.

“The Marketing of Development: An Exploration of Strategic Forms of Development,” in *Marketing and Development: Toward Broader Dimensions*, E. Kumcu and A. F. Firat (eds.), Greenwich, CT: JAI Press, 1989, 63-78.

“Development in the Era of Globalizing Markets and Consumption Patterns,” with A. F. Firat, in *Marketing and Development: Toward Broader Dimensions*, E. Kumcu and A. F. Firat, (eds.), Greenwich, CT: JAI Press, 1989, 79-101.

“Transactional Costs and Distribution Management” in *Distribution Strategies and Public Enterprises in Developing Countries*, K.L.K. Rao (ed.), Ljubljana, Slovenia: ICPE, 1989.

“Strategic Options for Public Enterprises in the Global Marketplace,” with R. R. Dholakia, in *The State, Public Enterprises and the Market Place*, K. L. K. Rao (ed.), Ljubljana, Slovenia: ICPE, 1988, 15-34

“Marketing Typologies and Public enterprises: Theory and Practice,” in *The State, Public Enterprises and the Market Place*, K. L. K. Rao (ed.), Ljubljana, Slovenia: ICPE, 1988, 15-34.

“Marketing and Development: A Re-Synthesis of Knowledge,” with J. F. Sherry, Jr., in *Research in Marketing*, Vol. 9, J. N. Sheth (ed.), Greenwich CT: JAI Press, 1987, 119-143.

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“Implications of Human Capital Theory for the Marketing of Services”, with D. A. Dilts, *Marketing of Services*, J. H. Donnelly and W. R. George (eds.), Chicago: American Marketing Association, 1981, 213-216.

“The Future of Marketing in the Third World”, *Marketing and the Future*, D. F. Mulvihill (ed.), Chicago: American Marketing Association, 1981, 63-72.

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“A Critical View of the Research Enterprise in Marketing”, with A. F. Firat, *Marketing in the 80’s: Changes and Challenges*, R. P. Bagozzi, et al. (eds.), Chicago: American Marketing Association, 1980, 316-319.

“Product Portfolio Optimality in Dynamic Marketing Situations”, *Conceptual and Theoretical Developments in Marketing*, Vol. 2, C. W. Lamb, P. Dunne (eds.), Chicago: American Marketing Association, 1980, 112-115.

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“Review of Export Performance of India’s New Manufacturers by S. R. Khanna,” *International Journal of Research in Marketing*, 1987, 76-77.

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“Review of U.S. Competitiveness in the World Economy by B. R. Scott and G. C. Lodge,” *Journal of Macromarketing*, Vol. 7, No. 1, 1987, 78-79.

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“Review Essay of The Next American Frontier by Robert B. Reich” *Journal of Macromarketing*, Vol. 4, No. 2, Fall, 1984, 68-71.

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“Review of Minding America’s Business by I. C. Magaziner and R. B. Reich,” with J. R. Wish, *Journal of Macromarketing*, Vol. 3, No. 1, Spring 1983, 81-83.

“Review of Regulation of Marketing and the Public Interest, ed. by F. E. Balderston, J. M. Carman, and F. M.

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Videotapes on Information Technology and Postmodern Strategies, Prepared for Advanced Management Society and Indira Gandhi National Open University, New Delhi, 1995.

Videotape on “A Market-Oriented Approach to New Product Development,” Prepared by Indira Gandhi National Open University, New Delhi, 1989. Available at: http://www.youtube.com/watch?v=kn_z1B6VUGY

Audiotape on “Globalization Challenges,” Prepared by Indira Gandhi National Open University, New Delhi, 1989.

PAPERS READ AT PROFESSIONAL MEETINGS AND INVITED PRESENTATIONS

“Making Marketing Accountable”, Invited Keynote Presentation, SMIA2013: SPJIMR Marketing Impact Awards 2013, Mumbai, India, January 19, 2013. (forthcoming)

“Globalization: The Next Decade”, Invited Talk, Ahmedabad Management Association, Ahmedabad, India, December 29, 2012. (forthcoming)

“Hype, Hope, and Hit in Movies: A Contribution to the Metatheory of Bubbles”, with Romeo V. Turcan, 2012 Annual Macromarketing Conference, Berlin, June 13-16, 2012.

“Controversy and Commercialism: Evolving Art Markets and Cultures in an Interlinked World”, Track Chair and Presenter, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“Revisiting Choicelessness in a Globalized World”, with Ruby Roy Dholakia, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“Insurgent Media, Citizens and Consumers”, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“Global Networked Innovation: India's Emerging Connective Role”, with Ruby Roy Dholakia, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“The Roles of BRIC Countries in the Global Economy: A Marketing Perspective (Panel Discussion) – Comments on India”, with Ruby Roy Dholakia, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“Mr. Patil Faces up to Central and Subaltern Multinationals: Competitive Consumptionscape of India's Retailing”, with Ruby Roy Dholakia and Atish Chattopadhyay, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“Shared Economies, Collaborative Consumption and Global Divides: New Paradigms for Old Worlds”, with Ilona Mikkonen, 12th International Society of Markets & Development (ISMD) Conference, Casablanca, Morocco, May 21-25, 2012.

“International Business and Digitalization”, Session Co-Chair and Presenter, Aalborg University Conference on International Business, May 31-June 2, Aalborg, Denmark.

“A Framework for Retail Competition in China and India: Prospects for Global and Local Actors”, with Marie-Laure Baron and Ruby Roy Dholakia, Aalborg University Conference on International Business, May 31-June

2, Aalborg, Denmark.

“Global Supply Chains and Eco-Information: Proposed Systems Framework”, with Frank Guérin and Ruby Roy Dholakia, Aalborg University Conference on International Business, May 31-June 2, Aalborg, Denmark.

“The Subaltern Brand: The Cultural Politics of Colonial Era Indian Firms in the Post-Colonial Phase”, Ephemera Conference on Politics of Consumption, Dublin, May 9-11, 2012.

“Transforming Patterns of Innovations and Creativity: Democratizing or Disenfranchising?”, Invited Presentation, King’s College, University of London, May 8, 2012.

“Socially Networked Innovation and Grassroots Branding”, Invited Presentation, University of Lille and SKEMA Business School, Lille, France, April 19, 2012.

“Getting Published: Strategies and Suggestions for Authors”, Invited Presentation, International Business Program, Aalborg University, Denmark, February 10, 2012.

“How Social Media are Transforming Lives: Theoretical and Practical Explorations”, Invited Presentation, Kumamoto Gakuin University, Kumamoto, Japan, November 25, 2011.

“Being Critical in Marketing Studies: The Imperative of Macro Perspectives”, Invited Keynote Presentation, 25th National Conference of the Japan Society for Distribution Science, Osaka, Japan, November 11-14, 2011.

“Social Media: Transforming Lifeworlds & Transforming Planes of Existence”, Invited Presentation, University of Southern Denmark, Odense, Denmark, October 28, 2011.

“Learning from Las Vegas: Strategies of Context and Content for Transmodern Retailing”, with A. Fuat Firat, 2011 American Marketing Association Summer Educators Conference, San Francisco, August 5-7, 2011.

“Roundtable on Social Media”, and “Roundtable on Buddhism and Consumption”, Association for Consumer Research – Asia Pacific Conference, Renmin University, Beijing, June 16-18, 2011.

“Rise of Mystification and Delusive Consciousness as Major Contemporary Marketing Successes”, Academy of Marketing Annual Conference, Liverpool, UK, July 5-7, 2011.

“Social Media and Lifeworlds”, Invited Presentation, Faculty and Doctoral Seminar, University of Texas – Pan American (UTPA), Edinburg, Texas, November 22, 2010.

“Tracking the Postcolonial Consumer”, Invited Keynote Presentation, ACR Workshop on Consumer Research in Non-Western Contexts, Association for Consumer Research (ACR), University of Strathclyde, Glasgow, July 5-6, 2010.

“Marketing and Consumers: Handmaidens of Finanzkapital”, Presentation in the Special Session ‘The Emperor Has No Clothes: Mythologies of Consumer Sovereignty in the Crisis Empire’, EACR2010: European Association for Consumer Research conference, Royal Holloway College, University of London, June 29-July 3, 2010.

“Brand as Mask”, Invited Presentation, Brands and Their Global Impacts, International Doctoral Seminar, University of Texas – Pan American (UTPA), Edinburg, Texas, June 13-20, 2010.

“Finanzkapital and Brand Marionettes”, Invited Presentation, Brands and Their Global Impacts, International Doctoral Seminar, University of Texas – Pan American (UTPA), Edinburg, Texas, June 13-20, 2010.

“E*TRADE as Shopping Mall: Neoliberalism and the Investing Self as Consumer”, with Detlev Zwick, 34th Annual Meeting of the Macromarketing Society, University of Agder, Kristiansand, Norway, June 4-7, 2009.

“Determinants of Internet Diffusion: Evidence from Global Country-Level Data,” with Nir Kshetri, 2009 International Conference on Interdisciplinary Mathematical and Statistical Techniques, May 23-26, University of West Bohemia, Plzen, Czech Republic.

“Arcs of Competition: A Case of International Ports”, with Douglas N. Hales, Production & Operations Management Society (POMS), 2009 Annual Meeting, May 1-4, 2009, Orlando, Florida.

“Pockets of Creative Functioning Anarchy: Little India Agglomerations and Innovation in America”, Consumers, Marketplaces and Urban Creativity: Place-Bound and Global Dynamics of Consumption, Workshop at University of Hong Kong, April 30 to May 2, 2009

“Is the Cellular Technology Bridging the Global Digital Divide? Evidence from Country-Level Data”, with Nir Kshetri, Global Mobility Roundtable, 23-25 November, 2008, Auckland, New Zealand.

“Consumers, Co-Creators, Hackers and Resisters: Conceptualizing Techno-Savvy Resistance to Brands and Marketing” with Julianne Joy Cabusas and Caroline Wilcox, Paper in Special Session “Contesting and Creative Consumption: Past to the Present, National to the Individual”, Association for Consumer Research (ACR) – Asia Pacific Conference, Hyderabad, India, January 2-4, 2009.

“Worming into Apple’s Core: Devotion and Impatience among iPhone Innovators”, with Emílio J.M. Arruda-Filho and Julianne Joy Cabusas, Association for Consumer Research (ACR) – Asia Pacific Conference, Hyderabad, India, January 2-4, 2009.

“Stage-setting Remarks: Roundtable on Hyperwesternization and Asian Consumer Culture”, Association for Consumer Research (ACR) – Asia Pacific Conference, Hyderabad, India, January 2-4, 2009.

“Towards a Concept of Accidental Internationalization: Case Study of Suzlon from India”, with Dhiraj Nahar and Nir Kshetri, Presented at the 3rd International Conference on Internationalisation of Companies and Inter-cultural Management, Comwell Rebild Bakker, Denmark, October 27-29, 2008.

“Mi Swing Es Tropical – But Not My Consumers: Economic Realism and Cultural Contradictions in Latin American Marketing of Apple’s i-Conic Products”, with Julianne Joy Cabusas, Joonas Rokka, and Emílio J.M. Arruda-Filho, Association for Consumer Research (ACR) – Latin America Conference, Sao Paulo, Brazil, July 31-August 3, 2008.

“The Rebel Co-Creator: Exploring the iPhone Unlocking Phenomenon”, with Joonas Rokka, Caroline Wilcox, Julianne Joy Cabusas and Emílio J.M. Arruda-Filho, Workshop on Transformative Consumer Research (TCR), Sao Paulo, Brazil, July 31, 2008.

“Bypass Surgery, Beach Cabanas, and Bon Appétit: An Exploration of the Cultural Contradictions of Medical Tourism”, with Ralph Perfetto, Consumer Culture Theory Conference, Suffolk University, Boston, June 19-22, 2008.

“Second Wave Hits Second Life: Gender Identity Construction of Women in Multi-user Graphical Virtual Reality”, with Julianne Joy Cabusas, Consumer Culture Theory Conference, Suffolk University, Boston, June 19-22, 2008.

“Borderless Bits: Electronic Globalization and its Social Consequences”, Invited Faculty Presentation; Marketing, Development & Globalization Doctoral Seminar; University of Texas Pan-American, Edinburg, Texas, May 19-26, 2008.

“Currencies of Connectivity, Immobility as Underdevelopment”, Invited Faculty Presentation; Marketing, Development & Globalization Doctoral Seminar; University of Texas Pan-American, Edinburg, Texas, May 19-26, 2008.

“Offshoring of High-Value Functions: A Case Study of U.S.-India Trade In Medical Transcription Services”, with Nir Kshetri, Conference on Offshoring and Outsourcing: The Organizational and Geographical Relocation of High Value Company Functions, SDA Bocconi, Milano, Italy, April 23-24, 2008.

“Professional Associations in a Nascent and Formative Sector of a Developing Economy: A Case Study of the NASSCOM Effect on the Indian Offshoring Industry”, with Nir Kshetri, Conference on Offshoring and Outsourcing: The Organizational and Geographical Relocation of High Value Company Functions, SDA Bocconi, Milano, Italy, April 23-24, 2008.

“First Person in Second Life: Identity Issues in Metaverses”, Invited Presentation (of joint work with Julianne Joy Cabusas, Adriana Boveda-Lambie, and Caroline Wilcox), Marketing Area, Isenberg School of

Management, University of Massachusetts, April 4, 2008.

“Professional Associations and Offshore Software Work: A Case Study of the NASSCOM and the Indian Software Industry”, with Nir Kshetri, 9th Annual International Business Research Forum/2nd Annual Offshoring Research Network (ORN) Conference and Workshop, Philadelphia, PA, April 3-5.

“Discussion of Fisheries and E-Markets Paper”, Annual Workshop: Korea-America Joint Maritime Policy Research Program, University of Rhode Island, Oct. 29, 2007.

“Asia’s Coastal Competitive Arc: Implications for Global Supply Chains”, with Douglas N. Hales and Jerri Paquin, Sixth International LeHavre-Inha Trade Conference, Inha University, Incheon, South Korea, Oct. 10-11, 2007.

“Bottoms Up: The Inverting Iceberg of Global Markets”, Invited Presidential Address, 10th International Conference on Marketing and Development, Washington DC, June 2007.

“Technology and Marketing”, with D. Zwick, International Conference on Marketing and Development, Washington DC, June 2007.

“Food for Thought: An Interpretive Look at the Favorite Meals of Tweens”, with C. Wilcox and H. Leonard, 2007 Consumer Culture Theory Conference, York University, Toronto, May 2007.

“Offshoring-led Institutional Changes in Emerging Economies: A Conceptual Framework”, with N. Kshetri and L. Alcantara, 9th International Business Research Forum, Temple University, April 2007.

“Ocean-wide Chasm or Shout-Across Pond?: A Look at Cross-Atlantic Meta-Processes of Interpretive Consumer Research”, with C. Wilcox and D. Zwick, EIASM 4th Workshop on Interpretive Consumer Research, Marseille, France, April 26-27, 2007.

“It’s a Multichannel World of Retailing” and “E-Commerce, M-Commerce and Multichannel Retailing”, Invited seminar co-leader (with R. R. Dholakia) and presentations, Seminar on Multichannel Retailing, organized by JK Technosoft and JK Business School, Delhi, India, January 19, 2007.

“E-Commerce and Supply Chains”, Invited seminar presentation, Seminar on Managing in a Networked Economy, Asian School of Business, Trivandrum, India, January 9-10, 2007.

“Drivers of the Broadband Industry in China and India: What can we Learn?”, with N. Kshetri, Proceedings of the 29th Annual Conference of *Pacific Telecommunications Council*, Honolulu, Hawaii, January 14-18, 2007
<http://www.ptc07.org/program/w14.html>

“The Upper-Echelons Effect on the ICT Development of the Andhra Pradesh State of India: A Historical Analysis”, with N. Kshetri, 2006 Euro-Asia Management Studies Association (EAMSA) Conference, Seoul, South Korea, November 23-25, 2006.

“Introduction to URI College of Business Administration”, presentation on behalf of Dean Mark Higgins, People, Innovation and Harmony: Successful Business & Management Models in the Global Era, Global U8 Consortium Conference, Inha University, Incheon, South Korea, October 23-24, 2006.

“Made in Where? The Masking and Revealing of Locality in Commercial Interest”, with H. Leonard and D. Zwick, Invited presentation to Suffolk University Consumer Culture Conference, Boston, September 15, 2006.

“The Social Constructing, Accentuating, and Masking of Locality in Commercial Interest: Cultural Strategies in a Globalizing World”, with H. Leonard, D. Zwick, J. Bartlett, First Consumer Culture Theory Conference, University of Notre Dame, Indiana, August 1-3, 2006.

“Trans-Asia Seamless Road Transport: Possibilities, Prospects, Challenges, Visions – from the perspective of India”, with S. L. Ganapathi, Presented to the Executive Committee, International Road Transport Union, Geneva, June 29, 2006.

“From Tokyo to Istanbul on Asian Highway One: Challenges for Managing Asia’s Land-based Supply Chain Logistics”, with M. M. Lennon, A. Suerdem, S. Banerjee, J. Paquin; Association of Japanese Business Studies,

AJBS-AIB Annual Meeting, Beijing, June 26, 2006.

“Global Outsourcing of Electronically Traded White Collar Services: Medical Transcription in India”, with N. Kshetri, 7th International Business Research Forum, Temple University, Philadelphia, April 1, 2006.

“Trans-Asia Seamless Road Transport: Project TASROT Pilot Report”, Presented to India’s Planning Commission, New Delhi, March 24, 2006.

“India and Electronic Globalization: Initial Report from a Grounded Perspective”, Academy of International Business 2005 Annual Meeting, Quebec City, July 9-12, 2005.

“E-Commerce in Developing Countries: The Challenge of Congestion” with A. Pandya, the 9th International Conference on Marketing and Development, Thessaloniki, Greece, June 8-11, 2005.

“Asia’s Rising IT Hubs: Comparing China and India” with N. Kshetri, the 9th International Conference on Marketing and Development, Thessaloniki, Greece, June 8-11, 2005.

“Brands as Masks in Globalizing Markets: Emerging Forensic Challenges for Consumers”, Invited Lecture, Schulich School of Business, York University, March 30, 2005.

“Global IT and India”, Invited Plenary Presentation, 2005 ICFAI Strategy Summit, Kolkata, February 15, 2005.

“Mobile Telecommunications and Market Development in Emerging and Transition Economies: A Framework Based On Experiences of China, India, and the Balkans”, with M. L. Lennon and J. Long, International Conference on Marketing Paradigms for Emerging Economies, Indian Institute of Management, Ahmedabad, January 12-13, 2005.

“Qualitative Methods in Management Doctoral Research”, with A. Venkatesh and M. L. Lennon, Invited Seminar, Indian Institute of Management, Ahmedabad, January 15, 2005.

“Forces and Consequences of Electronic Globalization: Interplay of Economics, Politics, and Culture”, Globalization, Internationalization of Companies and Cross-cultural Management, Keynote Presentation to Conference organized by Aalborg University, Denmark, Oct. 27-29, 2004.

“India’s Layered Consumer Culture: Premodern, Modern and Postmodern,” Presentation to Master’s Program, University of Southern Denmark, October 2004

“Pay-for-Play: The Japanese Way to M-Commerce Success”, with M. L. Lennon, 2004 IRMA: Information Resources Management Association International Conference, New Orleans, May 23-26, 2004.

“The Race to 4G: Understanding Japan as a Model for Strategic Leapfrogging,” with M. L. Lennon, 2004 IRMA: Information Resources Management Association International Conference, New Orleans, May 23-26, 2004.

“Comparing CRM-based Data Mining and Collaborative Filtering as E-Commerce Strategic Tools”, with J. Bang, L. Hamel, and R. R. Dholakia, 2004 IRMA: Information Resources Management Association International Conference, New Orleans, May 23-26, 2004.

“An Empirical Investigation of Customer Relationship Management Success: A Strategic IT Perspective”, with J. Bang and S-K. Shin, 2004 IRMA: Information Management Resources Association International Conference, New Orleans, May 23-26, 2004.

“Datamining of CRM Knowledge Bases for Effective Market Segmentation: A Conceptual Framework”, with J. Bang, L. Hamel, and R. R. Dholakia, ICEIS2004: 6th International Conference on Enterprise Information Systems, Porto, Portugal, April 14-17, 2004.

“Putting the E in Agri: E-commerce and E-governance Implications for Agribusiness”, Invited CEO Forum Presentation, Agro-based Industries & Technology Development Project, Dhaka, Bangladesh, Jan. 11, 2004.

“Determinants of e-Governance Readiness: Evidence from China and India”, with N. Kshetri and A. Awasthi, ICEG 2003 – First International Conference on E-Governance, Indian Institute of Technology, Delhi, Dec. 18-

20, 2003.

“Mobile Commerce: From Technological Capabilities to Market Possibilities”, Invited Distinguished Presentation, Andicom2003 – Ninth Annual Andean Telecommunications Congress, Cartagena, Colombia, October 29-31, 2003.

“The Need for Experience and Emotions: Investment Communities in the Age of Abstract Capitalism”, with D. Zwick, Digital Communities 2003 conference, Royal Institute of Technology, Stockholm, June 15-18, 2003.

“Mobile Technologies and Boundaryless Spaces: Slavish Lifestyles, Seductive Meanderings, or Creative Empowerment?” with D. Zwick, HOIT 2003: Home Oriented Informatics and Telematics, IFIP WG 9.3 Conference, University of California, Irvine, April 6-8, 2003.

“Let Your Fingers do the Walking: Autobahn or Infobahn for Retail Consumers?” with R. R. Dholakia and M. Zhao, American Society of Business and Behavioral Sciences, Tenth Annual Meeting, Las Vegas, February 20-23, 2003.

“Broadband Potential in Asian Giants: A Comparison of China and India”, with N. Kshetri, PTC2003 Conference, Honolulu, Jan. 19-23, 2003.

“Gender in Regional Development”, with M. Feldman and R. R. Dholakia, 2002 ACSP Annual Conference, Association of Collegiate Schools of Planning, Baltimore MD, Nov. 21-24, 2002.

“Network-enabled Mobile Commerce”, Presentation to University of Hanover, Germany, November 19, 2002.

“Internet Diffusion: From 1960 to 2010”, Presentation to Technical University of Braunschweig, Germany, November 20, 2002.

“Asterix, Ronald McDonald, and the Transatlantic Study of Consumer Culture”, Presented to the Multicultural Forum sponsored by the French/Francophone Interdisciplinary and Multicultural Studies, University of Rhode Island, November 13, 2002.

“National Sources of Leadership in 3G M-Business Applications: A Framework and Evidence from Three Global Regions”, with M. Lehrer and N. Kshetri, Amcis2002 - Americas Conference on Information Systems, Dallas, Texas, August, 2002.

“The Global Digital Divide and Mobile Business Models: Identifying Viable Patterns of e-Development”, with N. Kshetri, International Federation for Information Processing (IFIP), Working Group 9.4 Conference: ICTs and Development – New Opportunities, Perspectives & Challenges, Bangalore, India, May 29-31, 2002.

“Distance Learning, Travel Behavior and Communication”, with N. Mundorf, R.R. Dholakia, & J. Xiao, J, Presented at the Eastern Communication Association, Washington, DC, April 2002.

“Towards an Understanding of Communication and Sustainability: Substitution of Virtual Mobility For Transportation”, with N. Mundorf, R.R. Dholakia, & J. Xiao, J, Presented at the Eastern Communication Association, Washington, DC, April 2002.

“Internet and E-Commerce Development in Asian Tigers: A Comparison of Chinese Taipei and Hong Kong”, with N. Kshetri, PTC2002: Next Generation Communications – Making IT Work, Honolulu, January 13-17, 2002.

“Consuming the Stock Market: Disciplining the Investing Self,” with D. Zwick, Association for Consumer Research 2001 Annual North American Conference, Austin TX, October 11-14, 2001.

“Marketing and Interactive Devices: Does a Rose by Another Name Smell the Same?” with R. R. Dholakia, 13th Annual Robert B. Clarke Educators’ Conference, Direct Marketing Educational Foundation, Chicago, October 28, 2001.

“Cultural Contradictions of the Anytime, Anywhere Economy,” COTIM-2001, Fourth International Conference on Telecommunications and Information Markets, Karlsruhe, Germany, July 18-20, 2001.

“Digitization of Music and Disruptive Competition: A Strategic Analysis,” with M. Renton, COTIM-2001 Proceedings: From E-Commerce to M-Commerce, ed. by R. R. Dholakia, L. Kolbe, A. Venkatesh, & P. Zoche, Kingston, RI: RITIM, University of Rhode Island, 2001.

“Impact of Cultural and Political Factors on the Adoption of Digital Signatures in Asia,” with N. Kshetri, Amcis2001 - Americas Conference on Information Systems, Boston, August 3-5, 2001.

“Next to the Customer’s Heart and Wallet: Frameworks for Exploring the Emerging M-commerce Arena,” with M. Rask, American Marketing Association Winter Educators’ Conference, Scottsdale, Arizona, February 16-19, 2001.

“Interactivity and Revisits to Websites: A Theoretical Framework,” with R. R. Dholakia, M. Zhao, and D. R. Fortin, American Marketing Association Winter Educators’ Conference, Scottsdale, Arizona, February 16-19, 2001.

“Interactions between Telecommunications and Transportation: Project Briefing,” with R. R. Dholakia, N. Mundorf, J. Xiao, 13th Annual Rhode Island Transportation Forum, University of Rhode Island, November, 2000.

“Behavioral Assumptions Underlying Business Models of Retail E-Commerce Ventures,” with R. R. Dholakia and K. P. Chiang, AMCIS2000 -Americas Conference on Information Systems, Long Beach, California, August 10-13, 2000.

“E-Business Models Implicit in Comparable American and German Corporate Websites,” with D. Zwick, AMCIS2000 -Americas Conference on Information Systems, Long Beach, California, August 10-13, 2000.

“Between the Superpanopticon and Ultraexhibitionism: The Privacy Pendulum in the Information Age,” Dean of Commerce Erskine Scholar Distinguished Lecture, University of Canterbury, Christchurch, New Zealand, August 9, 2000.

“The Global Digital Divide: How it will reshape Markets and Culture,” Invited Keynote Presentation, Seventh International Conference on Marketing and Development, Accra, Ghana, January 5-8, 2000.

“Internet, E-Commerce, and Development,” with R. R. Dholakia, Special Session Presentation, Seventh International Conference on Marketing and Development, Accra, Ghana, January 5-8, 2000.

“Gender, Technology, and the Household,” with R. R. Dholakia, Invited Presentation, The Transnational Politics of Gender & Consumption – A Beatrice Bain Research Group Conference, University of California, Berkeley, October, 1999.

“Emerging Business Models of Retail E-Commerce: Strategic and Behavioral Interpretations,” with R. R. Dholakia, Invited Presentation, Marketing Seminar, Haas School of Business, University of California, Berkeley, October, 1999.

“Can We See Daylight through the Amazon Canopy? Cutting through the Retail E-Commerce Business Model Thicket,” Invited Keynote Presentation, COTIM-99 Conference, Providence, RI, September, 1999.

“Privacy Issues in Electronic Markets,” Special Session, with J. Paquin and D. Zwick, Special Session, Annual Macromarketing Conference, Whispering Pines Conference Center, University of Rhode Island, August, 1998.

“The Emergence of E-Tailing”, Invited Presentation, Retailbranding Conference, Sponsored by MTC, Domus Academy, and the Nordin Group, Stockholm, March, 1998.

“Competing Effectively in the Global Telecommunications Markets,” Invited Presentation, CINTEL Conference, Bogota, Colombia, March, 1998.

“The Art of Commerce in the Information Age,” Invited Presentation, “Sightseeing” - Annual Tetra Day Customer Conference, Tetra-Pak Alfa-Laval Group, Stockholm, Sweden, January, 1998.

“Markets and Marketing in the Information Age,” Invited Presentation, Special Seminar organized by Sun Kyung Kwan University, Seoul, Korea, November, 1997.

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“India: A Giant Awakens”, Invited Speech, World Affairs Council of Rhode Island, Providence, RI, November 14, 1996.

“Libraries in Cyberspace: Opportunities and Challenges”, Invited Keynote Presentation, Rhode Island Department of Libraries, RHILINET Annual Conference, Barrington Public Library, RI, October 31, 1996.

“Global Business in the Information Age”, Presented at the College of Business Administration, Ball State University, Muncie, IN, September 13, 1996.

“The Balancing Act after the Telecommunications Act: Juggling Regulatory, Competitive, and Developmental Concerns at the State Level”, with R. R. Dholakia, Presented at the Tenth NARUC Biennial Regulatory Information Conference, Ohio State University, Columbus, OH, September 11-13, 1996.

“Product Management in Technologically Dynamic Environments: Towards a Conceptual Framework”, with P. Ziamou, Presented at the American Marketing Association Summer Educators’ Conference, San Diego, CA, August 3-6, 1996.

“Electronic Commerce and the Next Stage of the Globalization of Markets”, N. Hikmet, Presented at the American Marketing Association Summer Educators’ Conference, San Diego, CA, August 3-6, 1996.

“Internet and Electronic Markets: An Economic Framework for Understanding Market-Shaping Infrastructures”, with R. R. Dholakia, Presented at the Annual Macromarketing Conference, San Diego, CA, August 3, 1996.

“Markets and Consumers in the Multimedia Information Age”, Invited Presentation, MTC (Marketing Technologies Center), Stockholm, May 10, 1996.

“Business and Marketing in the Information Age: Framework and Some Research Directions”, Presented to School of Industrial Management, New Jersey Institute of Technology, April 30, 1996.

“Theories of Business in the Information Age: Recent Changes and Future Prospects”, Presented to the Department of Marketing, Odense University, Denmark, February 28, 1996.

“Meet the Webs and the Web-Notes: Factors Affecting the World Wide Web Browsing Experience”, with B. Hubert, Presented at the First International Conference on Telecommunications and Information Markets (COTIM-95), Newport, RI, November 5-8, 1995.

“Marketing and Development in the Information Age”, with R.R. Dholakia and A. F. Firat, Invited Presentation, Faculty of Economics, Saitama University, July 10, 1995.

Presentation on “Development as Image”, as part of Panel Discussion on the Nature of Marketing and Development, International Seminar on Marketing and Development, Saitama University, Japan, July 7-8, 1995.

“Information Technology Markets: Nature and Impacts”, with R.R. Dholakia and A. F. Firat, Invited Presentation, Faculty of Management, The Chinese University of Hong Kong, July 5, 1995.

“Marketing the Image of Development”, and “India’s Software Development Strategy”, Both presented at the 5th International Conference on Marketing and Development, Beijing, China, June 22-25, 1995.

“Information Technology: Research and Curriculum Issues”, Presented to Zhongnan University of Finance and Economics, Wuhan, China, June 21, 1995.

“Consumption Culture - Modern and Postmodern; Implications for International Marketing”, with A. F. Firat and A. Venkatesh, Presented at the Second Conference on Cultural Dimensions of International Marketing, Odense University, Denmark, May 27-31, 1995.

“Cracking the Code of Postmodern Business: The First Expedition”, with A. F. Firat and A. Venkatesh, Presented at the Annual Conference of the International Academy of Business Disciplines, Redondo Beach, CA, April 6-9, 1995.

“Global Information Business: USA, Japan and the Developing World”, Invited Presentation, FEMBA Program, University of California, Irvine, April 8, 1995.

N.DHOLAKIA - VITA . . .

“Global Information Business: Opportunities and Challenges for India,” Invited Presentation, C-DOT (Center for Development of Telematics), New Delhi, India, February 22, 1994.

“Global Information Business: Implications for India,” Invited Presentation, Alumni Association, Indian Institute of Management, Calcutta, India, February 20 1994.

“Multinationals on a Shoestring: Using Information Technology to Create Low-cost Multinational Companies in India”, Invited Presentation, Creating the Indian MNCs - Towards a National Agenda - A Conference of Top Management, XLRI, Jamshedpur, India, February 18-19, 1995.

“New Visions of Information Technology and Postmodernism: Implications for Advertising and Marketing Communications”, with A. Venkatesh and R. R. Dholakia, Presented at the American Marketing Association’s Winter Educators’ Conference, San Diego, February, 1995.

“An Exploration: On Post-capitalist Markets”, Invited Presentation, Annual Macromarketing Conference, Boulder, CO, August 11-14, 1994.

“Multimedia Technologies in the American Home: Prospects and Challenges Ahead”, with R. R. Dholakia, Presented at Oikos: Home-oriented Informatics, Telematics, and Automatics; Conference at University of Copenhagen, June 27-July 1, 1994.

“New Information Technologies: Fathoming the Complexity”, Invited Presentation, Faculty Seminar, Department of Marketing, University of Arizona, Tucson, AZ, May 6, 1994.

“Markets without Consumers, Organizations without Work: Emergent Postmodern Forms”, with A. F. Firat, A. Venkatesh, Presented at the Annual Conference of the International Academy of Business Disciplines, Pittsburgh, April 7-10, 1994.

“Electronic Turmoil in the Global Village: Strategic Issues Arising from the Merging of Technologies”, Invited Presentation, Thunderbird: American Graduate School of International Management, Glendale, AZ, October 6, 1993.

“Exploration: Why is Macromarketing Marginal?”, Presented at the 18th Annual Macromarketing Conference, Whispering Pines Conference Center, The University of Rhode Island, August 12-15, 1993.

“Information Infrastructure in Developing and Transforming Economies: The Role of Markets vs. Governments”, Presented at the 1993 American Marketing Association Summer Educators’ Conference, Boston, August 7-10, 1993.

“Telecommunications Infrastructure and Socio-economic Development in an Era of Deregulated Markets: North American Perspective”, with R.R.Dholakia, Presented at the Fourth International Conference on Marketing and Development, San Jose, Costa Rica, January 7-10, 1993. Also, speaker at two plenary sessions of this conference.

“Information Technologies in a Changing World: Industry Trends and Strategic Challenges”, Invited Seminar, Presented at Tokyo Keizai University, July 16, 1992.

“Marketing in America: From Modern to Postmodern”, Research Seminar Presented to the Faculty of Commerce, Chuo University, Tokyo, July 2, 1992.

“Information Technologies in the Home: Global Trends and Challenges”, Invited Seminar, Presented to the Faculty of Economics at Saitama University, Japan, June 26, 1992.

“Global Competition in Broadband Communications: Emerging Strategic Scenarios”, Invited Seminar, Presented at Keimyung University, Taegu, South Korea, June 1992.

“Marketing in America: A Socio-Historical Perspective”, Invited Seminar, Presented at the Faculty of Business, Keimyung University, Taegu, South Korea, June 1992.

“Studies in Macromarketing: Past, Present, and Future”, Dinner Presentation to Taegu Area Marketing Association, Taegu, South Korea, June 1992.

“Information Technologies in the Home: Toward a Research Program”, Presented to NTT Marketing Executives and InfoCom Research, June 1992.

“The New World of Information Services: A Research Program to Understand Consumer Acceptance”, with N.Mundorf and R.R.Dholakia, Presented at International Communication Association Annual Conference, Miami, May, 1992.

“Effects of Hedonic Components and User’s Gender on the Acceptance of Screen-based Information Services”, with N.Mundorf and S.Westin, Presented at International Communication Association Annual Conference, Miami, May 1992.

“A Research Program on Screen-based Information Services”, with N.Mundorf and S.Westin, Presented at Eastern Communications Association Conference, Portland, Maine, May 1, 1992.

“Telling (of) Global Tales: The Coca-Cola Company”, Presented at the First International Conference on the Cultural Dimension of International Marketing, Odense University, Denmark, May 22-26, 1992.

“A Framework for an Institutional Theory of Exchange in Marketing”, with A. Pandya, Presented at the 1992 Macromarketing Seminar, Nijenrode - The Netherlands School of Management, Breukelen, The Netherlands, May 31-June 4, 1992.

“Deregulating Markets and Fast-changing Technology: Public Policy Toward Telecommunications in a Turbulent Setting”, with R.R.Dholakia and R.R.Weeks, Presented at the 1992 Macromarketing Seminar, Nijenrode - The Netherlands School of Management, Breukelen, The Netherlands, May 31-June 4, 1992.

“Structural Issues in an Import-Intensive Channel: The Case of Fish Distribution in Japan”, with H. Hayashida, Presented at the American Marketing Association Conference on Japanese Distribution Systems, Honolulu, November, 1991.

“Acceptance of New Information and Communication Services: A Strategic Framework”, with N. Mundorf and R.R. Dholakia, Presented at the American Marketing Association Summer Educators’ Conference, San Diego, August 1991. Also chaired a Special Session at this Conference.

“Marketing, Fisheries, and Development: Perspectives from Indonesia” Presented at the Third International Conference on Marketing and Development, New Delhi, Jan. 4-7, 1991.

“Marketing Strategy Perspectives for COSA: The Company of Science and Art”, Presented to Brown Venture Forum, Providence, RI, November, 1990.

“To Seafood or Not to Seafood: Consumers Categorization of Seafood and Fish Products”, with K. Jain, Seminar at International Center for Marine Resource Development, University of Rhode Island, November, 1990

“Interorganizational Relations and the Diffusion of Information Technology: An Institutional Perspective”, with J.W. Bakke, R.R. Dholakia, Presented at Annual Macromarketing Seminar, Malvern, PA, August 1990. Also chaired a special session on “Markets, Images, and Society: Explorations in Hyperreality” at this meeting.

“Towards a Multidisciplinary Theory of Marketing Relationships” with G.R.G. Benito, and “A Multidiscipline, Multilevel framework to Study Diffusion of Information Technology”, with E. Jacobsen, J.W. Bakke, R.R. Dholakia, both presented at the European Marketing Academy Conference, Innsbruck, May 1990.

“The Marketing Problems of High-Technology Business,” Seminar at Institute for Fisheries Technology, Tromso, Norway, June 1989.

“The Challenge of High-Technology Marketing,” Presented to the Semi-Annual Marketing Group Conference, Norwegian School of Management, Sandvika, Norway, June 1989.

“Strategies to Improve High-Tech/Marketing Interface,” Presented to Colloquium of Consortio Recherche di Pisa, Pisa, Italy, May 1989.

“Research Issues in High-Technology Marketing,” Presentation to Marketing Research Colloquium, Norwegian

N. DHOLAKIA - VITA . . .

School of Economics and Business Administration, Bergen, May 1989.

“The Challenge of Innovation: Consumer Goods Vs. High-Tech,” Presented to Colloquium, Indian Institute of Management, Calcutta, March 1989.

“Injecting Marketing Vision Into High-Technology R & D Projects,” with R. R. Dholakia, Presented at the Symposium Marketing/R & D Interface, Center for Telecommunications Management, University of Southern California, February, 1988.

“The Choice of Needs and the Needs of Choice: Alternative Views,” with R. McIntyre and A. Joy, “Marketing as if Mattered,” and “Fighting Reification of Macromarketing Knowledge,” All presented at AMA Winter Educators Conference, San Diego, February, 1988.

“Innovating As If Users Mattered,” Presented at the Eastern Communications Forum, Stamford, CT, May, 1988.

“Marketing in the 1990s: Scenarios for Asian LDCs,” with S. Sarin and R. R. Dholakia, and “Export-led Development Vs. Export-led Dependence,” with R. R. Dholakia, Both presented at the Second International Conference on Marketing and Development, Budapest, July, 1988.

“Advertising in the Third World: A Detailed Look,” with R. R. Dholakia, Presented at the Annual Macromarketing Conference, San Jose State University, San Jose, CA, August, 1988.

“High-Technology Innovations with a User Orientation,” Presented at the 1988 National Communications Forum, Chicago, October 1988.

“The Class of Marketing: Class Characters of Marketing Thought,” with A. F. Firat, Seminar Presented to the Joint Doctoral Program in Administration, University of Quebec at Montreal, March, 1987.

“A Strategic Perspective on ISDN,” Presented at the First Telecommunications Marketing Symposium, Newport, R.I., May 1987.

“Impact of Informatics on Consumers and Society,” with R. R. Dholakia, Presented at the Annual Macromarketing Conference, Concordia University, Montreal, August, 1987. Also Chaired two sessions at this Conference.

“The Order of Adoption of Telecommunications Products and Services: A Strategic Framework” with R. R. Dholakia, at the AMA Services Marketing Conference, San Diego, September, 1987.

“Marketing and Class Interest: Can the Twain Separate?”, with A. F. Firat, Presented at the American Marketing Association Winter Educators Conference, San Antonio, Texas, February, 1987.

“The Marketing of Development: A New Game in the Global Political Economy,” and “Globalization of Consumption and Markets: A Critical Perspective”, with A. F. Firat, Both presented at the International Conference on Development, Istanbul, September, 1986.

“Methodological Issues in Macromarketing” with A. Venkatesh and “Holistic Marketing Policies in Developing Rural Economies” with M. K. Mantrala, Both Presented at the Tenth Annual Macromarketing Seminar, George Washington University, August, 1985.

“Discontinuities in Consumption in the Post-Industrial Age,” Presented at the Association for Consumer Research Annual Conference, Las Vegas, October 1985.

“The Asiatic Mode of Marketing: A Comparison of Japan, China, and India,” with K. H. Lee, Presented at the Second Workshop on Historical Research in Marketing, Michigan State University, April 28-30, 1985.

“The Political Economy of Strategic Industrialization and Global Marketing,” with A. Venkatesh, Presented at the National Conference of the American Institute for Decision Sciences, Toronto, November 5-7, 1984. Also Special Session Chairman at this Conference.

“Regional Development: A Macromarketing Perspective,” with D. B. Beaudoin, D. W. Mcleavey, and R. W.

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Nason, and "Internationalization of Consumption Patterns and Markets" with A. F. Firat, Both presented at the Ninth Annual Macromarketing Seminar, University of British Columbia, Vancouver, August, 1984.

"Consumption Policy and Development Strategy," Presented at the American Marketing Association Fall Educators' Conference Chicago, August 12-15, 1984.

"Metascientific Issues in Macromarketing Research," with A. Venkatesh, Presented at the American Marketing Association Winter Educators' Conference, Ft. Lauderdale, FL, February, 1984. Also Session Chairman at this Conference.

"The Marketing Fair: A Culturally Adapted Procedure from India for Market Research and Marketing Pedagogy," with S. Sarin and R. R. Dholakia, Presented at Annual Meeting of Academy of International Business, San Francisco, December, 1983.

"Management in Japan: Implications for India," Presented as a Colloquium, Indian Institute of Management, Calcutta, August, 1983.

"Marketing and Management in Japan," Presentation to MAXI - Marketing Association of Xavier Institute, Jamshedpur, India, July, 1983.

"Metascience for Macromanagerial Research," with A. Venkatesh Presented at Research Methods Doctoral Seminar, University of California, Irvine, March 4, 1983.

"Industrial Policy and International Marketing Success: A Comparison of United States, Japan, and Western Europe, with J. R. Wish, Presented at Second U.S.- Japan Business Conference, Tokyo, April 4-8, 1983.

"Choice and Choicelessness in the Paradigm of Marketing," with R. R. Dholakia, Presented at the Workshop on Alternative Paradigms in Marketing, Co-sponsored by American Marketing Association and University of Rhode Island, Whispering Pines Conference Center, University of Rhode Island, May 13-14, 1983.

"From Social Psychology to Political Economy: A Model of Energy Use Behavior," with R. R. Dholakia, A. F. Firat, Presented at International Conference on Public Policy and Energy Use Behavior, The Netherlands, September 1982.

"Industrial Policy and International Marketing Effectiveness," and "When Dr. Marx Read Dr. Kotler: A Dialectical View of American Marketing," with J. R. Wish and S. Rose, Presented at Seventh Annual Macromarketing Seminar, Boulder, Colorado, August 1982.

"Missing Links: Marketing and the Newer Theories of Development," with R. R. Dholakia, Presented at American Marketing Association, Annual Fall Conference, Chicago, August, 1982.

"Strengthening Linkages Between Development Administration and Social Marketing," Presented at Workshop on Marketing As A Tool Of Socio-economic Development, Co-sponsored by Society of International Development and American Marketing Association (Area Chapters), Baltimore, Maryland, July 18, 1982.

"Towards Interpretive Theories of International Marketing Effectiveness: With Illustrations from Computers and Textiles," with J. R. Wish and R. Pujari, Presented at Academy of International Business, Northeast Regional Conference, New York University, May 15, 1982.

"The Entropic Consequences of Marketing Actions: A Systems View," with S. J. Lysonski and "The Law Relating to Restrictive Trade Practices in India: An Exploratory Study and Some Comparative Insights," with R. Khurana, Both presented at Academy of Marketing Science Annual Meeting, Las Vegas, May 1982.

"Some Underpinnings for a Radical Theory of Consumption," Presented at Association for Consumer Research Annual Conference, St. Louis, October 23, 1982.

"Theory and Practice of Interorganizational Selling in International Markets," Presented at Academy of International Business Annual Conference, Montreal, October 15, 1982.

"Macromanagement of Essential Consumption Items in a Developing Country," with R. Khurana, Presented at Sixth Annual Macromarketing Seminar, Emory University, Atlanta August 1981.

“An Introduction to Macromarketing,” A Seminar for the Faculty and Research Staff, Institute of Rural Management, Anand, India, June 1981.

“The Possibilities of Universalizing Marketing: A Knowledge Systems Perspective,” with R. R. Dholakia and A. F. Firat, and “An International Agenda for Macromarketing Research,” with R. W. Nason, Both Presented at the Tenth Annual Workshop of the European Academy for Advanced Research in Marketing, Copenhagen, March 26-28, 1981.

“Implications of Human Capital Theory for the Marketing of Services,” with D. A. Dilts, Presented at American Marketing Association Conference on Marketing of Services, Orlando, January 1981.

“The Future of Marketing in the Third World,” Presented at the American Marketing Association Workshop on ‘Marketing and the Future’, Kent State University, October 17-18, 1980.

“Consumption Patterns as Core Analytical Categories for Macromarketing,” with A. F. Firat and “A Framework for Analyzing International Influences on Third World Marketing Systems,” with R. R. Dholakia, Both presented at Fifth Annual Macromarketing Seminar, University of Rhode Island, August 1980.

“A Critical View of the Research Enterprise in Marketing,” with A. F. Firat and “Beyond Internationalization: A Broader Strategy for Marketing Pedagogy,” with R. R. Dholakia, Both presented at American Marketing Association Annual Educators Conference, Chicago, August 1980.

“Conditions Affecting the Use of Multiattribute Positioning Strategies,” with R. R. Dholakia, Presented at the MidWest Marketing Association Annual Meetings, Chicago, March 1980.

“Product Portfolio Optimality in Dynamic Market Situations,” and “The De-Americanization of Marketing Thought: In Search of a Universal Basis,” with A. F. Firat, R. P. Bagozzi, Both presented at the Second Annual Marketing Theory Conference of the American Marketing Association, Phoenix, February 1980.

“Broadening the Concept of Public Distribution Systems: Toward a National Distribution Policy,” with R. Khurana, and “An Analytical Approach for Formulating Distribution Policy,” with R. Khurana, L. Bhandari, M. N. Vora, Both presented at the Seminar on Public Distribution Systems, Ahmedabad, India October 1976.

“Total Performance Measurement System for Public Enterprises,” with R. Khurana, Presented at First Management Research Conference, Ahmedabad, India, 1975.

“Consumer Participation in Public Enterprises” with R. R. Dholakia and “Metamodels: How Executives Make Decisions,” Both presented at Sixth Annual Midwest AIDS Conference, Indianapolis, April 1975.

“Multiobjective Decisions with Hierarchical Objectives,” Presented at Fifth Annual Midwest AIDS Conference, Minneapolis, May 1974.

Discussant - Third Albert Haring Doctoral Symposium in Marketing, Bloomington, Indiana, 1973.

“The Role of Marketing in the Development of Non-market Sectors” with A. F. Firat, Presented at International Conference on Marketing Systems for Developing Countries, Tel Aviv, Israel, January 1974.

CONSULTING AND TRAINING ACTIVITIES

2009-10	Study of small traditional stores (STS) facing competition from national and global retail chains in India, and in Philippines and Latin America.	Asia division of a large consumer goods multinational
2004	Market Analysis and Business	High-tech start-up client in the medical

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2003	Development Strategy for a High-Tech B2B Product Seminar on “The New Economy of Contradictions”	information technology field Institute for Integrated Learning in Management (IILM), and Alumni Consulting Group (ACG), New Delhi, India
1998	Session on “Opening of the Value Chain in Information Age Markets”	Domus Academy and MTC, Stockholm, Sweden
1998	Session on “Competing Effectively in the Information Age”	CINTEL, Bogota, Colombia
1995	Training Package on Enhanced Telecom Services Marketing	Unisys Corporation, Blue Bell, PA
1992	Test Development for High-Tech Marketing Executive Recruitment	Bose Corporation, Framingham, MA
1988	Concept Development for an ISDN Office	AT&T Network Systems, Lisle, IL
1986-89	Marketing Policies for Public Enterprises in Developing Countries	International Center for Public Enterprises in Developing Countries, Ljubljana, Slovenia
1984-85	Corporate Strategy Development for Outreach to Educational Institutions	Schonfeld and Associates, Inc., Evanston, IL
1983	Feasibility of a Jewelry Center	Jewelry Council, State of Rhode Island (USA)
1979	Distribution System Study for Handwoven Fabrics	Khadi and Village Industries Commission, Government of India

IN-COMPANY TRAINING

1998	Session on “The Art of Commerce in the Information Age”, Tetra Pak Customer Day 1998	Tetra-Pak Alfa-Laval group, Stockholm, Sweden
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1996	Unisys Corporation (Latin America Division), EPM, and EmCali	Training Program for Marketing of Enhanced Telecommunications Services, Medellin, Colombia
1996	Unisys Corporation, Telecom Argentina, and Telefonos de Argentina	Training Program for Marketing of Enhanced Telecommunications Services, Buenos Aires, Argentina
1996	Unilever Management Program - Nordic 3:4	Special Session on “Reenchanting the Consumer in the Multimedia Information Age”, Billund, Denmark
1992	Fuji Xerox	Pre-departure Training for Executives Proceeding for Western-Style Management Programs, Tokyo
1989	Cadbury (India)	Program on Marketing Strategy for Senior Managers, Bombay
1987	AT&T Bell Labs	Program on Telecommunications Marketing and Product Strategy, East Windsor, NJ
1983	Tata Engineering and Locomotive Company	Marketing for Non-Marketing Managers, Jamshedpur, India
1983	Usha Martin Black	Marketing Management Program, Calcutta
1983	Steel Authority of India Ltd.	Third Advanced Marketing Management Program, Ranchi, India
1983	Balfour, Inc.	Program for Marketing and Product Managers, Attleboro, MA
1978	Directorate of Handloom Development, Government of India	Top Management Program. Hyderabad, India
1977	Industrial Reconstruction Corporation of India Ltd.	Project Officers Program, Calcutta
1977	Crompton Greaves Ltd.	Sales Executives Program, Calcutta
1977	Hindustan Steelworks Construction Ltd.	Middle Managers Program, Calcutta
1977	ITC Ltd.	Middle Managers Program, Calcutta

EXECUTIVE/OTHER PROGRAMS

2012	EMBA Module on “Innovation and New Product Development”, Bilkent University, Ankara, Turkey, May, 2012.
2005	Special Elective Course on “Electronic Commerce and Marketing”, Eastern Institute of Management, Kolkata, January-February, 2005.
2004	Doctoral Seminar on “Qualitative Research Approaches” and MBA Special Elective Course on “Globalization in the Electronic Environment”, Indian Institute of Management, Ahmedabad, June-August 2004
2001	Course on “Marketing of High-Technology Products,” International Technology Program, Helsinki School of Economics and Business Administration, Finland, August 6-24.
1995-2001	Modules on “Global Competitiveness”, Executive MBA Program (successive batches), University of Rhode Island.

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- 1999-2000 Course on “Managerial Marketing,” Executive MBA Program (successive batches), University of Rhode Island.
- 1999 Course on “Marketing of High-Technology Products,” International Technology Program, Helsinki School of Economics and Business Administration, Finland, July 26-August 6.
- 1998 Course on “Marketing in the Information Age”, Executive MBA Program, Lappeenranta University of Technology, Finland, September 10-12.
- 1989 Module on “Export Marketing Strategy,” Program for Export Managers of Asian Enterprises, PRODEC, Helsinki School of Economics and Business Administration, Finland, July.
- 1989 Module on “Market Research,” Management Education Program, Indian Institute of Management, Ahmedabad, India.
- 1989 Module on “Strategic Development,” National Management Program, Management Development Institute, Gurgaon, India.
- 1987-88 Module on “Computer Exercises in Marketing Strategy,” and “Global Marketing,” EMBA-III, Executive MBA Program, University of Rhode Island.
- 1987 Module on “International Business,” EMBA-II, Executive MBA Program, University of Rhode Island.
- 1985 “Bank Marketing,” National Institute of Bank Management, Pune, India.
- 1985 “Marketing Management,” Xavier Labour Relations Institute, Jamshedpur, India.
- 1985 “Computer-Based Information Systems,” Indian Institute of Management, Ahmedabad (Guest Lecture).
- 1983 “Symbols and Strategies: Marketing in the 1980s,” a Program for Marketing Executives, Xavier Labour Relations Institute, Jamshedpur, India.
- 1979 “Management Development Program”, a Residential General Management Program for Top Executives of Medium and Small Companies, Mahabaleshwar, India.
- 1977-78 “Product Policy and New Product Decisions”, Residential Programs for Marketing and Product Managers, Goa, India.
- 1977 “Marketing Management”, an Evening Extension Program for Junior Executives, Calcutta, India.
- 1977 “Research for Marketing Decisions”, a Residential Program for Marketing Research Executives, Darjeeling, India.
- 1977 “General Management”, an Evening Extension Program for Junior Executives, Calcutta, India.
- 1976 “Marketing Management”, a Residential Program for Marketing Executives, Mussoorie, India.

SERVICE ACTIVITIES

UNIVERSITY SERVICE

- 2007-now Member, URI Council of Research
- 2007-now Faculty Senator from College of Business Administration, URI Faculty Senate

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- 1987-2002 Various Doctoral and Master's Oral Examination and Dissertation Committees: Department of Environmental and Resource Economics, Department of Industrial and Manufacturing Engineering, Department of Communication Studies.
- 1992-93 Co-chair, URI Honors Colloquium
- 1988-92 Research Policies Committee of the Faculty Senate
- 1985-88 Long-Range Planning Committee
- 1982-83 International Studies Committee, Library Committee

COLLEGE SERVICE

- 2007-2008 Senator from College of Business Administration, URI Faculty Senate
- 2005-2007 Member, Dean's Excellence Awards Committees
- 2001-2007 Member (including Chair for a year), Committee on Information Technology
- 2001-2002 Coordinator, Marketing Area
- 1999-2002 Chair (1999-2001) and Member (2001-2002), Committee on Information Technology
- 2000-2002 Member, Faculty Promotion Tenure & Review Committee
- 1997-2002 Chair and Major Professor, Doctoral Dissertations of Paschalina (Lilia) Ziamou, Samuel K. Bonsu, Detlev Zwick, and Nir Kshetri
- 1998 Member, Technology Advisory Committee, Ballentine Hall Renovation Project
- 1995-97 Chair, Providence MBA Program Action Group
- 1995-97 Taskforce on Undergraduate Business Program
- 1994-95 Part-time MBA Program Committee, College of Business Administration
- 1994-95 Committee to assess Future Technology Needs for Ballentine Hall
- 1994-95 Undergraduate Scholastic Appeal Committee
- 1991-93 Advisor for Marketing Programs at University College
- 1992-93 Faculty Advisor, Student Chapter, American Marketing Association
- 1990-93 College of Business Administration Administrative Council
- 1993 Research Advisory Committee
- 1990-93 Senior Faculty Advisory Committee
- 1990-91 Computer Advisory Committee
- 1988-90 Director of the Ph.D. Program in Business Administration, Chair, Doctoral Committee
- 1987-91 Steering Committee for Institute of International Business
- 1986-87 Chair, Search Committee for Chairperson of Marketing Department
- 1985-86 Advisor for Marketing Programs at University College
- 1983-84 Chair, Research Advisory Committee
- 1981-87 Research Advisory Committee

COMMUNITY SERVICE

- 1995-96 Vice President, India Association of Rhode Island

1987 Coach, Under-10 Coed Soccer team, South County Youth Soccer League, Rhode Island.

PROFESSIONAL SERVICE

2012- Editor, *Markets, Globalization & Development Review*

2003-Present Member, Editorial Advisory Board, *Journal of Macromarketing*

2007-Present Member, Editorial Advisory Board, *International Journal of Business Science and Applied Management (IJBSAM)*

2010-2012 Conference/Journal Reviewer and/or Conference Advisory Boards: Association for Consumer Research; *Journal of Macromarketing*; *Qualitative Market Research*; *Consumption, Markets & Culture*; and many others

2008 Reviewer, Association of Consumer Research (ACR) conferences.

2008 Member, Advisory Board, Consumer Culture Theory Conference, Suffolk University, June 2008

2005-2007 President, International Society for Marketing and Development

2001-2005 Occasional Reviewer, *Electronic Markets*, *Journal of the Academy of Marketing Science*, *Journal of Marketing*, *The Information Society*, and other journals and conferences.

2004-2005 External Examiner, Doctoral Dissertation at Indian Institute of Management, Kharagpur

2005 External Examiner, Doctoral Dissertation at Multimedia University, Malaysia

2002-2005 Track Co-chair, Eighth International Conference on Marketing and Development, Ho Chi Minh City, Bangkok, Thailand, January 2003; Track Co-chair, Ninth International Conference on Marketing and Development, Thessaloniki, Greece, July 2005

1996-2003 Editor (Marketing/Organizations), *Consumption, Markets & Culture*, an interdisciplinary journal published by Routledge – Taylor & Francis Group.

2001 External Examination Committee Member, Doctoral Dissertation, Copenhagen Business School, Denmark.

2000-2001 Program Committee Co-chair, Fourth International Conference on Telecommunications and Information Markets (COTIM-2001), Karlsruhe, Germany, July, 2001

1999 Program Committee Co-chair, Third International Conference on Telecommunications and Information Markets (COTIM-99), Providence, RI, November, 1999

1999-2002 Occasional or Regular Reviewer: COTIM Conferences, *CMC: Consumption, Culture & Markets*, NEDSI Conference, *Journal of Marketing*, *Journal of Business Research*, AMCIS Conferences, American Marketing Association Conferences, International Conferences on Marketing and Development

1997 Co-chair, Second International Conference on Telecommunications and Information Markets (COTIM-97), Brussels, November 23-36, 1997.

1997 Co-chair, Sixth International Conference on Marketing and Development (ICMD-6), Black Sea University, Mangalia, Romania, July 1-4, 1997.

1981-98 Reviewer, *Journal of Macromarketing*.

1993 External Reviewer, Promotion and Tenure Review, George Mason University, Fairfax, VA; and Indiana University/Purdue University at Fort Wayne.

1993 Ad Hoc Reviewer, *Journal of Consumer Research*

1987-94 Member, Editorial Board, *Journal of Global Marketing*.

1988 Occasional Reviewer, *International Journal for Research in Marketing*.

1987-92 Book Review Editor, *Journal of Macromarketing*.

1987-89 Ad Hoc Reviewer, *Journal of Marketing*.

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- 1992 Reviewer, American Marketing Association Conference on Marketing and Public Policy
- 1992 Reviewer, First Conference on Cultural Dimension of International Marketing
- 1983-92 Frequent Reviewer, Annual Marketing Association Annual Educators' Fall and Winter Conferences.
- 1987-88 Occasional Reviewer, Marketing-related Research Annuals of JAI Press.
- 1983-97 Frequent Reviewer, Annual Macromarketing Seminars
- 1986-2000 Reviewer and Conference Committee Member, International Conference on Marketing Development, Istanbul, Turkey; Budapest, Hungary; New Delhi, India; San Jose, Costa Rica; Accra, Ghana.
- 1986 Reviewer, Association for Consumer Research Annual Conference, Toronto.
- 1986 Reviewer, *Decision Sciences*.
- 1986 Reviewer, Academy of Marketing Science Annual Conference.
- 1986 Reviewer, *Northeast Journal of Business and Economics*.
- 1982-89 Cofounder/Coeditor, Network of Marketing and Development's *NOMAD Bulletin*.
- 1985 Reviewer, PSC-CUNY Award Program, City University of New York.
- 1984 Manuscript Reviewer, McGraw-Hill, Inc.
- 1981 Manuscript Reviewer, Prentice-Hall, Inc.
- 1981-84 Occasional Reviewer, American Institute of Decision Sciences, Annual Meetings.
- 1978-79 Occasional Reviewer, Vikalpa- The Journal of Decision Makers, Journal of Indian Institute of Management, Ahmedabad.
- 1978-86 Reviewer and Member of Editorial Board, Management and Labour Studies, Journal of Xavier Institute of Management, Jamshedpur, India.
- 1978 Manuscript Reviewer, National Book Trust of India.
- 1976 Reviewer, Special Issue of *Management Science* on Multiple Criteria Decision Making.

PROFESSIONAL SOCIETY MEMBERSHIPS

Academy of International Business (2005-2006)
Association for Information Systems (2003-2005)
Association for Consumer Research (until 2012)
American Marketing Association (until 1991)
American Association of University Professors
International Society for Marketing and Development
Macromarketing Society