

Profile of Professor Sonjaya S. Gaur

Dr Sanjaya Singh Gaur is currently a Professor of Marketing (clinical) at the NYU School of Professional Studies in New York University. He has over 30 years of academic career in USA, Malaysia, New Zealand, China, Germany, Sweden, South Korea, and India. He is an accomplished Institution builder who has established several new academic programs at every level (Undergraduate, Postgraduate, Doctoral, Executive and Management Development Programs), started new departments, and helped degree imparting institutions in their establishment and growth. He has also helped establish and grow start-ups and regular firms in the manufacturing sector.

While teaching is Dr Gaur's passion, he has also made important contributions to research. He has been the guest editor for the special issues of several leading journals and is currently an Associate Editor as well as Marketing Area Editor at the Journal of Asia Business Studies and a member of the editorial board for several leading journals including Journal of Business Research and Journal of World Business. His research spans across micro and macro levels. At the micro level, his research is in the broad domain of behavioural research involving socio-psychological constructs such as human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, salespersons, managers, patients, doctors, and organizations. At the macro level, he has examined how firm level issues such as market orientation, governance, CSR, inter-organizational trust and top management team characteristics affect the strategies and performance of firms in different geographical settings. The research settings in his empirical work include Malaysia, UAE, India, Bangladesh, China, Hongkong, Germany, and New Zealand. He has received several "best paper" awards for his research including three from the American Marketing Association in 2017, 2019, and 2020.

Dr. Gaur has consulted many multinational corporations including GlaxoSmithKline (GSK), Advanced Medical Optics (AMO), Johnson & Johnson, HSBC, Ranbaxy Laboratories Limited, RFCL, Geologistics India Ltd., 1mailspot.co.nz limited, Pajas Infopath, KMPL, SGS, Advent Chembio, and Godrej & Boyce Mfg. Co. Ltd. He also has extensive governance experience and has served as the Director on the board of the Bank of India (NZ) Limited during 2012-2017.

Curriculum Vitae

Sanjaya Singh Gaur

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EMPLOYMENT HISTORY

ACADEMIC FULL TIME:

Professor of Marketing (Clinical), Department of Integrated Marketing, Division of Programs in Business, NYU School of Professional Studies, New York University, New York, USA, November 2019 – to date.

Professor of Marketing (May 2015 – October 2019) and Head (Chair) of the Marketing Department (November 2015 – August 2018), Sunway University Business School, Sunway University, Sunway City, Malaysia.

Associate Professor of Sales and Marketing (Tenured) and Academic Leader (Chair) - Sales Area, AUT Business School, Auckland University of Technology, Auckland, New Zealand, June 2007 – May 2015.

Associate Professor of Marketing (Tenured - March 2005 – June 2009), Assistant Professor of Marketing (Tenured- August'97 – March 2005), Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India. (I was at AUT on lien from IIT Bombay during June 2007 to June 2009)

Senior Lecturer in Marketing, Department of Management Studies, Indian School of Mines, Dhanbad, India, October'96 – August'97.

Assistant Professor and Area Coordinator (Chair) of Marketing, S P Jain Institute of Management & Research, Bombay, India, May'96 – October'96.

ACADEMIC VISITING:

Distinguished Professor of Marketing, Zhejiang Wanli University, Ningbo, Zhejiang, China 2020-2023.

Distinguished Professor of Marketing, Chongqing Technology and Business University, Chongqing, China, 2019-2024.

Visiting Scholar, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, USA, Fall Semester 2014-2015, April 2015, Fall Semester 2010-2011, and August 2009.

Visiting Scholar, College of Business and Public Administration, Old Dominion University, Norfolk, Virginia, USA, October-November 2008.

Visiting Research Professor (Marketing & Logistics Area), LiU School of Management, Linköping University, Sweden, May-July 2006.

Visiting Professor (Marketing Area), Marketing Centrum Muenster, Westphalian Wilhelms University (WWU) of Muenster, Germany, May-July 2005.

Visiting Scholar with Professor Richard P. Bagozzi, Jesse H. Jones Graduate School of Management, Rice University, Houston, Texas, USA, May 2004.

Visiting Professor (Marketing Area), Graduate School of Venture, University of Hoseo, South Korea, May-June 2003.

ACADEMIC ADJUNCT:

Adjunct Professor, Ohio State University, Columbus, USA

Adjunct Professor, GLA University, Mathura, India

Adjunct Professor, Jaipuria Institute of Management, Lucknow, India

Adjunct Professor, Graduate School of Venture, University of Hoseo, South Korea.

Adjunct Professor, SIT University, South Korea.

ACADEMIC LEADERSHIP EXPERIENCE:

Interim Chair of the Assessment Committee, NYU School of Professional Studies, New York University, 2021- to date.

Second Alternate Representative on SPS Faculty Grievance Committee, NYU School of Professional Studies, New York University, September 1, 2020 to August 31, 2022.

Chair of the Appointment, Reappointment, and Promotion committee, NYU School of Professional Studies, New York University, 2020 – 2021.

Head (Chair) of the Marketing Department, Sunway University Business School, Sunway University, Sunway City, Malaysia, November 2015 – August 2018.

Chair, Sunway University Business School Research Ethics Committee, Sunway University, Sunway City, Malaysia, January 2017 – to date.

Academic Leader (Chair) - Sales Area (June 2007 – May 2015), and Head of Research (Jan 2012 – December 2014), AUT Business School, Auckland University of Technology, Auckland, New Zealand.

Marketing Area Chair - Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India, August 1997 – May 2007.

Area Coordinator (Chair) of Marketing, S P Jain Institute of Management & Research, Bombay, India, May'96 – October'96

INDUSTRY, GOVERNANCE & PROFESSIONAL BODY EXPERIENCE:

Independent Director on the Board of Bank of India New Zealand Limited during 2012-2017

Member – Governing Body, GLA University since 2011

Member - Academic Advisory Council, New Delhi Institute of Management, New Delhi since 2020

Vice President for Scholarship - Academy for Global Business Advancement, USA during 2017-2019

CONFERENCE LEADERSHIP EXPERIENCE:

Conference Co-chair for 2018 Academy for Global Business Advancement 15th Annual World Congress on Business and Entrepreneurship Development in a Globalized and Digitalized Era, NIDA Bangkok, Thailand, July 2-4, 2018.

Conference Co-chair for 2nd Asia Pacific Conference on Managing Business Sustainability, India, December 15 - 17, 2017.

Conference Co-chair for 1st Asia Pacific Conference on Managing Business Sustainability, Singapore. October 2017, Singapore, October 19 - 21, 2017.

Conference Co-chair for 2015 ABEM Conference on International Business and Emerging Markets, Kalahari Sands Hotel, Windhoek, Namibia, Africa, August 4-6, 2015.

EDUCATION

University: Birla Institute of Technology and Science, Pilani (Rajasthan), INDIA

Ph. D. in Management (Marketing), 1996

Master of Philosophy in Management, 1994

Master of Science (Hons.), 1991

Bachelor of Engineering (Hons.), 1991

AWARDS & RECOGNITION

- 2020 Emerald Literati Award winner – “Highly Commended Paper”
(Paper title: Employee perception of impact of knowledge management processes on public sector performance).
- Best Paper Award at AIM – American Marketing Association Sheth Foundation Doctoral Consortium and Conference, Noida, India. January 2020.
(Paper title: The role of emotions on consumers’ intention to use augmented reality: A qualitative study)
- Best Research Paper Award at AGBA’s 16th World Congress Held at the Indian Institute of Technology Delhi, New Delhi, India. July 2019.
(Paper title: Moral Emotions and Sustainable Consumption: A Comprehensive Framework)
- Overall Best Conference Paper Award at AIM – American Marketing Association Sheth Foundation Doctoral Consortium and Conference, Ahmedabad, India. January 2019.
(Paper title: Augmented Reality in Retailing: Some Insights from Literature)
- Academy of Global Business Advancement’s Fellow Award for most distinguished academic accomplishments on the global stage, Bangkok, Thailand. July 2018; Delhi, India, July 2019.
- Best Research Paper Award in the Marketing track at AGBA’s 15th World Congress Held at the National Institute of Development Administration (NIDA), Bangkok, Thailand. July 2018.
(Paper title: Wisdom of the Crowd Dictates Consumption of Shared Services)
- Best Research Paper Award in the Social Responsibility track at AGBA’s 15th World Congress Held at the National Institute of Development Administration (NIDA), Bangkok, Thailand. July 2018.
(Paper title: Does Environmental Concern drive Asian Firm’s Governance score?)

- Best Research Paper Award in 2017 American Marketing Association's (AMA) Summer Conference, San Francisco, USA. August 2017.
(Paper title: A Holistic Understanding of Valuing Process)
- Best Research Paper Award in the Social Responsibility track at the 3rd International Conference on Organization and Management, Abu Dhabi, UAE. November 2017.
(Paper title: The Moderating Effect of virtues on the Relationship between Shame and Tendency to Plagiarize)
- Best Research Paper Award in the CSR track at the 3rd International Conference on Organization and Management, Abu Dhabi, UAE. November 2017.
(Paper title: CSR and Life Enrichment of Employees: Further Direction Worth Following)
- Best Research Paper Award in the 1st Asia Pacific Conference on "Managing Business Sustainability", Singapore. October 2017.
(Paper title: Sustainable Consumption: The Context of Closet Sharing)
- Best Research Paper Award in the 2nd Asia Pacific Conference on "Managing Business Sustainability", Lucknow, India. December 2017.
(Paper title: Sustainable Work Family Life in China: From A Holistic Perspective)
- Best Paper Award in International Conference on Management and Entrepreneurship, Bali, Indonesia. July 2017.
(Paper title: Factors Influencing Consumers' Purchase Intention for Genuine Products and Intention to use Pirated Products: Malaysian Perspective)
- Best Research Paper Award in the 2nd International Conference on Organization and Management, Abu Dhabi, UAE. November 2016.
(Paper title: Sharing: What Do We Know and What We Don't Know)
- Awarded "Excellence in Teaching in Management" by IIT Bombay in 2006.

RESEARCH EXPERIENCE

Refereed Journal Articles:

1. Vincent, R. L., & Gaur, S. S. (2021). Luxury for Hire: Motivations to Use Closet Sharing. Australasian Marketing Journal, 29(4), 306–319.
2. Kingshott, R., Gaur, S. S., Sharma, P., Yap, S. F., & Kucherenko, Y. (2021). Made for each other? Psychological contracts and service brands evaluations. Journal of Services Marketing, 35(3), 271-286.
3. Yap, S. F., Lim, W. M., Gaur, S. S., & Lim, P. Y. (2021). A framework for preventive health marketing. Journal of Strategic Marketing, 1-24.
4. Herjanto, H., Bagozzi, R. P., & Gaur, S. S. (2021). The Role of Shame and Virtues in the Self-Regulation of Decisions to Engage in Digital Piracy. Australasian Marketing Journal, 29(1), 15-28.

5. Loh, H. S., Gaur, S. S., & Sharma, P. (2021). Demystifying the link between emotional loneliness and brand loyalty: Mediating roles of nostalgia, materialism and self-brand connections. Psychology & Marketing, 38(3), 537-552.
6. Gaur, S. S., Supramaniam, S., Yap, S. F., & Foliaki, M. (2020). Consumption of financial products amongst vulnerable pacific island people in New Zealand. Journal of Consumer Marketing, 37(7), 833-842.
7. Gaur, S. S., & Anand, I. M. (2020). Role of individuals' virtues in relationship between emotional responses to government's actions and their consequences. Journal of Management and Governance, 24(2), 327-364.
8. Vincent, R. L., & Gaur, S. S. (2020). Frequent Consumption of the Sharing Services. ACR North American Advances, 48, 766-767.
9. Karia, M., Bathula, H., & Gaur, S. S. (2020). Information Overload and the Entrepreneurs' Behaviour: Mediating Role of Entrepreneurial Self-Efficacy. Journal of New Business Ventures, 1(1-2), 48-68.
10. Song, Y., Gao, S., Zhao, Y., & Singh Gaur, S. (2020). What Do We Still Need to Know About Employee Creativity: A fsQCA Approach. Sustainability, 12(3), 1140.
11. Shahrier, N. A., Ho, J. S. Y. & Gaur, S.S. (2020). Ownership Concentration, Board Characteristics and Firm Performance among Shariah – Compliant Companies, Journal of Management & Governance, 24(2), 365-388.
12. Cheng, B. L., Gaur, S. S., & Rahim, R. A. (2020). Factors Leading to Customer Retention in the High Volume-Low Volume Service Context: Evidence from the Mobile Service Industry. Asian Journal of Business Research, 10(1), 68.
13. Singh, S. K., & Gaur, S. S. (2020). Corporate growth, sustainability and business ethics in twenty-first century. Journal of Management and Governance, 24(2), 303-305.
14. Singh, S. K., & Gaur, S. S. (2020). Managing organization and business in Asia. Journal of Asia Business Studies, 14(2) 141-142.
15. Mitra, A., & Gaur, S. S. (2020). Does environmental concern drive Asian firms' governance? Journal of Asia Business Studies, 14(4), 481-503.
16. Anand, I. M., & Gaur, S. S. (2019). Consequences of consumers' emotional responses to government's green initiatives: Insights from a scenario-based experimental study, Management of Environmental Quality: An International Journal, 30(1), 243-259.
17. Teoh, C. W., & Gaur, S. S. (2019). Environmental concern: an issue for poor or rich, Management of Environmental Quality: An International Journal, 30(1), 227-242.
18. Mitra, A., Gaur, S. S., and Giacosa, E. (2019). Combining organizational change management and organizational ambidexterity using data transformation, Management Decision, 57 (8), 2069 – 2091.
19. Pandoi, D., Gaur, S.S., and Gupta, A.K. (2019). Role of virtues on the relationship between shame and tendency to plagiarize: Study in the context of higher education, International Journal of Educational Management, 33 (1), 66-85.

20. Kwok, F., Sharma, P., Gaur, S. S., and Ueno A. (2018). Interactive effects of information exchange, relationship capital and environmental uncertainty on international joint venture (IJV) performance: An emerging markets perspective, International Business Review, 28(5), 101481.
21. Bagozzi, R. P., Gaur, S. S., & Tiwari, S. P. (2018). Social Influence and Intentional Social Action in Dyadic Relationship Decisions under a Key Informant Methodology. Archives of Psychology, 2(6), 1-23.
22. Supramaniam, S., Gaur, S. S., Idris, I., & Cheng, B. L. (2018). COO effect: business opportunities for Middle Eastern entrepreneurs. Management Decision, 56(1), 105-124.
23. Singh, S. K., & Gaur, S. S. (2018). Entrepreneurship and innovation management in emerging economies. Management Decision, 56(1), 2-5.
24. Zhao, Y., Fujimoto, Y., & Gaur, S. S. (2018). Life enrichment for workers in contemporary China. Journal of Organizational Change Management, 31(1), 173-187.
25. Khan, J., Rivers, G., Gaur, S. S., Quazi, A., Zuo, N., & Bhatia, S. D. (2018). Do fellow-feelings and organisational harmony matter for logistic firms?, Asia Pacific Journal of Marketing and Logistics, 30(5), 1319-1346.
26. Al-Ahbabi, S., Singh, S. K., Balasubramanian, S. & Gaur, S. S. (2018). Employee Perception of Impact of Knowledge Management Processes on Public Sector Performance. Journal of Knowledge Management, 23(2), 351-373.
27. Gaur, S.S., Sharma, P., Herjanto, H., and Kingshott, R. (2017). Impact of frontline service employees' acculturation behaviors on customer satisfaction and commitment in intercultural service encounters, Journal of Service Theory and Practice, 27(6), 1105-1121.
28. Al-Ahbabi, S., Singh, S. K., Gaur, S. S., & Balasubramanian, S. (2017). A knowledge management framework for enhancing public sector performance. International Journal of Knowledge Management Studies, 8(3-4), 329-350.
29. Ho, J. S. Y., Gaur, S. S., Chew, K. W., & Khan, N. (2017). Gender roles and customer organisational citizenship behaviour in emerging markets. Gender in Management: An International Journal, 32 (8), 503-517.
30. Busaibe, L., Singh, S. K., Ahmad, S. Z., & Gaur, S. S. (2017). Determinants of organizational innovation: a framework. Gender in Management: An International Journal, 32(8), 578-589.
31. Saleh, M. A., Quazi, A., Keating, B., & Gaur, S. S. (2017). Quality and image of banking services: a comparative study of conventional and Islamic banks. International Journal of Bank Marketing, 35(6), 878-902.
32. Herjanto, H. and Gaur, S. S. (2017) Consumer Research in Europe since the EU Formation. The Marketing Review, 17(2), 163-177.
33. Abdeen, A., Rajah, E., & Gaur, S. S. (2016) Consumers' Beliefs about Firm's CSR Initiatives and their Purchase Behaviour, Marketing Intelligence and Planning, 34(1), 2 – 18.
34. Yap S. F. & Gaur, S. S. (2016) Integrating functional, social, and psychological determinants to explain online social networking usage, Behaviour and Information Technology, 35(3), 166-183.

35. Gaur, S. S., Bathula, H. & Singh, D. A. (2015) Ownership concentration, board characteristics and firm performance: A contingency framework, Management Decision, 53(5), 911 – 931.
36. Gaur, S. S., Saransomrurtai, & Herjanto, H. (2015) Top Global Firms' Use of Brand Profile Pages on SNS for Marketing Communication, Journal of Internet Commerce, 14(3), 316-340.
37. Gaur, S. S., Bathula, H., and Diaz, C.V. (2015) Conceptualizing Influence of the Cultural Orientation of Latin Americans on Consumers' Choice of U.S. Brands, European Business Review, 27(5), 477-494.
38. Gaur, S. S., & Chapnerkar, M. (2015), Indian Festival's Contribution to the Cultural and Economic Well-being: A Case Study of Ganapati Festival, Worldwide Hospitality and Tourism Themes, 7(4), 367-376.
39. Gaur, S. S., Herjanto, H., and Makkar, M. (2014) Review of Emotions Research in Marketing, 2002 – 2013, Journal of Retailing and Consumer Services, 21(6), 917-923.
40. Gaur, S. S., Goswami, M. & Quazi, A. (2014) Does Relational Paradigm Lead to Staff Commitment: Evidence from Indian Call Centres, Journal for Global Business Advancement, 7(4), 287–302.
41. Herjanto, H., Gaur, S.S., Saransomrurtai, C. & Quik W.H. (2014) Allowing digital piracy for strategic benefits to businesses, Journal of Information, Communication & Ethics in Society, 12(4), 314-322.
42. Herjanto, H., & Gaur, S.S. (2014) Romantic Tourists' Cognitive Dissonance and Willingness to Revisit Asian Hotels, Asian Journal of Business Research, 4(2), 16-27.
43. Yap, S-F & Gaur, S.S. (2014) Consumer Dissonance in the Context of Online Consumer Behaviour: A Review and Research Agenda, Journal of Internet Commerce, 13(2), 116-137.
44. Gaur, A. S., Mukherjee, D., Gaur, S. S. & Schmid, F. (2013) Effect of Trust, Knowledge Intensity, and Environmental Uncertainty on R&D Alliance Formation: An Examination of German SMEs. Journal of Business Research, 66(11), 2178–2185.
45. Gaur, S.S., Herjanto, H. & Bathula, H. (2012): Does Buyer–Seller Similarity Affect Buyer Satisfaction With the Seller Firm?, The International Review of Retail, Distribution and Consumer Research, 22(3), 315-335.
46. Waheed, K.A., Gaur, S. S. & Penaloza, L. N. (2012) The Determinants of Customer Trust in Buyer-Seller Relationships: An Empirical Investigation in Rural India. Australasian Marketing Journal, 20(4), 303–313.
47. Agrawal, R., Gaur, S. S. & Narayanan, A. (2012) Determining Customer Loyalty: Review and Model. The Marketing Review, 12(3), 275-289.
48. Gaur, S.S., Tiwari, S. & Bathula H. (2012) Ohanian's Celebrity Endorsers' Credibility Scale: Evaluation and Validation in the Context of an Emerging Economy, International Journal of Indian Culture and Business Management, 5(2), 152 - 161.
49. Waheed, K.A., & Gaur, S. S. (2012) An Empirical Investigation of Customer Dependence in Interpersonal Buyer-Seller Relationships. Asia Pacific Journal of Marketing and Logistics, 24(1), 102-124.

50. Rishi, M. & Gaur S. S. (2012), Emerging Sales & Marketing Challenges in the Global Hospitality Industry: Thematic Analysis of Customer Reviews from World's Top Two Tourist Destinations, Worldwide Hospitality and Tourism Themes, 4(2), 131-149.
51. Bhat, S. & Gaur S. S. (2012), Managing Diverse Stakeholders in the Context of Destination Marketing, Worldwide Hospitality and Tourism Themes, 4(2), 185-202.
52. Gaur, S. S., Vasudevan, H. & Gaur, A. S. (2011) Market Orientation and Manufacturing Performance of Indian SMEs: Moderating Role of Firm Resources and Environmental Factors, European Journal of Marketing, 45(7/8), 1172 - 1193.
53. Gaur, S. S., Xu, Y., Quazi, A. & Nandi, S. (2011) Impact of Service Providers' Interaction Behavior on Their Clients' Behavioral Loyalty. Managing Service Quality – An International Journal, 21(1), 67-87.
54. Herjanto, H., & Gaur, S.S. (2011) Intercultural Interaction and Relationship Selling in the banking Industry, Journal of Services Research, 11(1), 101-119.
55. Gaur, A. S., Mukherjee, D., Gaur, S. S., & Schmid (2011) F. Environmental and Firm Level Influences on Inter-Organizational Trust and SME Performance. Journal of Management Studies, 48(8), 1742-1781.
56. Singh, D.A., Gaur, S.S., & Bathula, H. (2011) An Eclectic Framework for Internationalization of Emerging Market Firms: A Practitioner's Perspective, Journal of International Education and Business, 2(1), 55-76.
57. Gaur, S.S., & Bathula, H. (2011) The Strategic Role of Corporate Boards in Organizational Decision Making. SRM Management Digest, 9(1), 456-462.
58. Gaur, S.S., Wali, O. P. & Bathula, H. (2010) Online Higher Education in An Advanced Emerging Economy: Issues And Challenges, Journal of International Education and Business, 1(2), 47-64.
59. Khan, J. & Gaur, S. S. (2010) The Moderating Role of Relationship Marketing Orientation on Market Orientation and Business Performance Linkage in Service Firm Context, AIUB Journal of Business and Economics, 9(1), 127-146.
60. Waheed, K.A. & Gaur, S. S. (2009) Determinants of Customer Dependence and its Effects on Customer Trust in Interpersonal based Buyer-Seller Relationships, Advances in Consumer Research, 36, 999-1000.
61. Gaur S. S. (2006) in Market at the Bottom of the Pyramid: Entry Strategy for Corporates in Shainesh, G. (Ed.), Marketing and Sustainability - Emerging Opportunities for Profitable Growth: Discussion Anchored by G. Shainesh, IIMB Management Review, 18(1), 69-84.
62. Gaur, S. S. & Agrawal, R. (2006) Service Quality Measurement in Retail Store Context: A Review of SERVQUAL and RSQS, The Marketing Review, 6(4), 317-330.
63. Gaur, S. S. & Agrawal, R. (2006) Validation of Consumer Sentiment Scale: Evidence from India, Asian Journal of Marketing, 12(1), 67-75.
64. Vasudevan, H., Gaur, S. S. & Shinde R. K. (2006) Relational Switching Costs, Satisfaction and Commitment: A Study in the Indian Manufacturing Context, Asia Pacific Journal of Marketing and Logistics, 18(4), 342-353.

65. Gaur, A. S. & Gaur S. S. (2005) Strategic roadmap for Indian pharmaceutical industry in the post 2005 era, Indian Journal of Marketing, 35(1), 3-10.
66. Sadarangani, P. H. & Gaur S. S. (2004) Being More effective on the World Wide Web: A communication Model, IIM B Management Review, 16(2), 36-47.
67. Gaur, S. S. & Waheed, K. A. (2003) Doing Business in Developing Countries: A Relationship Driven Approach, Corporate Environmental Strategy - International Journal of Corporate Sustainability, 10(03), 52-63.
68. Gaur, S. S. & Waheed, K. A. (2003) Motivations to Use Interactive Technologies in Marketing: A Study in Indian Service Businesses, Journal of Services Research, 3(1), 45-60.
69. Gaur, S. S., Waheed, K. A. & Vishwanathan, S. (2003) Relationship Commitment for a Non-Life Insurance Service Provider: A Conceptual Model, Journal of Insurance & Risk Management, 2(3), 99-108.
70. Gaur, S. S., Waheed, K. A., Avish, J. K., and Mahajan A. (2003) IT Adoption in Indian Banking and Financial Services Sector: An Analysis of Extent of Adoption, Perceived Benefits and Inhibitors and Satisfaction, The ICAI Journal of Bank Management, 2(2), 83-94.
71. Sadarangani, P. H. & Gaur S. S. (2003) An Empirical Study on Emotional Intensity and the Influence of Product Involvement in the Context of the Integrative Framework, Journal of Global Marketing, 12, 99-119.
72. Gaur, S. S. & Waheed, K. A. (2002) Study of Buying Behaviour for Branded Fine Rice, Indian Journal of Marketing (IJM), 32(7), 03-08.
73. Waheed, K.A. & Gaur, S. S. (2002) Factors Influencing the Consumption of Fine Rice in Urban Areas of Tamil Nadu, Khadi Gramodyog – The Journal of Rural Economy, 48(12), 376-382.
74. Gaur, S. S. & Waheed, K. A. (2000) Building Relationship with Farmers, Indian Management, 39(10), 25-31.

Books:

1. Bathula, A. & Gaur S. S. (2011) Board Characteristics and Firm Performance, LAP LAMBERT Academic Publishing GmbH & Co. KG. ISBN:978-3-8433-6307-5.
2. Gaur, A. S. & Gaur S. S. (2009) Statistical methods for practice and research : A guide to data analysis using SPSS, Sage Publications, 2nd Edition.
3. Gaur, A. S. & Gaur S. S. (2006) Statistical methods for practice and research : A guide to data analysis using SPSS, Sage Publications, 1st Edition.
4. Gaur, S. S. & Saggere, S. V. (2001) Event Marketing and Management, Vikas Publishing House Pvt. Ltd. (Revised Edition 2003, Special Edition 2004), 10th Reprint.

Book Chapters:

1. Bathula, H., & Gaur, S. S. (2021). Contours of the Global Business Environment in the Post-COVID-19 Era: Key Implications for Businesses. In the New Normal: Challenges of Managing Business, Social and Ecological Systems in the Post COVID 19 Era.
2. Soon, P. S., Gaur, S. S., & Ho, J. S. Y. (2020). Consumers' Emotional Response to the Use of Augmented Reality (AR): An Exploratory Study. In Augmented Reality and Virtual Reality (pp. 65-73). Springer, Cham.

3. Leong, Y. K., Gaur, S. S. & Imrie, B. C. (2019). Conceptualising parental behavior influence in provision of food to children. In Ahmed Z.U., Yajid, M.S.A., Raj, S. & Khatibi A. (Eds.), Defining the frontiers of global business research across emerging countries (pp. 586-601). Chennai: McGraw Hill Education.
4. Gaur, S. S., & Bathula, H. (2017). Effect of Relationship Marketing on Customer Retention: Evidence from Mobile Telecommunications Industry of a Large Emerging Economy. In the Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World (pp. 646-648). Springer, Cham.
5. Herjanto, H., & Gaur, S. S. (2017) Creating Memorable Experiences: Lessons from World's Top 10 Hotels, in V. Jauhari (Ed.), Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences, New Jersey: Apple Academic Press.
6. Nikhashemi, S. R., Tarofder, A. K., Gaur, S. S., & Haque, A. (2016). The effect of customers' perceived value of retail store on relationship between store attribute and customer brand loyalty: Some insights from Malaysia. Procedia Economics and Finance, 37, 432-438.
7. Herjanto, H., & Gaur, S. S. (2016). Research on Emotions by Marketing Scholars in Last 10 Years. In Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing (pp. 27-31). Springer, Cham.
8. Herjanto, H., Gaur, S. S., & Yap, S. F. (2016). Consumer Emotional Responses to Emotional Appeal Advertising Within an Online Social Network Context. In Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing (pp. 226-233). Springer, Cham.
9. Makkar, M., Gaur, S. S., and Yap, S-F (2014) The Commoditization of Luxury in Margit Enke, Anja Geigenmüller and Alexander Leischnig. (Eds.), Commodity Marketing, 3rd Edition, Springer Gabler | Springer Fachmedien: Wiesbaden.
10. Han, D., Herjanto, H. & Gaur, S. S. (2014) Impact of Salesperson Information Overload on Relationship Selling Behaviors and Sales Performance: A Conceptual Framework in T. Ghoshal (Ed.), Exploring New Paradigms in Business, Excel: Delhi.
11. Hanoku, B. & Gaur, S. S. (2013) Value-based marketing in Handbook of Certified Marketing Management Professional, International Institute of Marketing Professionals: Toronto.
12. Gaur, S. S. (2009) Markets, in Charles Wankel (Ed.), Encyclopedia of Business in Today's World, Sage Publications: Thousand Oaks.
13. Gaur, S. S. (2009) Channels, in Charles Wankel (Ed.), Encyclopedia of Business in Today's World, Sage Publications: Thousand Oaks.
14. Gaur, S. S. & Vasudevan, H. (2008) Effect of Market Turbulence and Market Focus on Firm's Performance in Small and Medium Scale Manufacturing Firms, in S. Bhargava (Ed.), Entrepreneurial Management, Sage Publications: New Delhi.
15. Gaur, S. S. & Waheed, K. A. (2005) Motivations to Use Interactive Technologies in Marketing: A Study in Indian Service Businesses, in Vinnie Jauhari and Umashankar Venkatesh (Eds.), Readings in Services Management, IIMT: Gurgaon.
16. Gaur, S. S., Evanschitzky, H., Ahlert, D. and Kolhatkar, A. A. (2005) Marketing innovative Service Solutions with Inter-organizational Service Networks: Opportunities and Threats, Arbeitsbericht Nr. 26 des Kompetenzzentrums Internetökonomie und Hybridität Münster, ERCIS: Münster.

17. Gaur, S. S. (2001) Review and Comparative Assessment of CRM Solutions for Key Verticals, in Jagdish N. Seth, Atul Parvatiyar and G Shainesh (Eds.), Customer Relationship Management: Emerging Concepts, Tools and Applications, Tata McGraw Hill: New Delhi.
18. Sadarangani, P. H., Gaur, S. S. and Vani, N. S. (2001) Customer Relationship Management at APTECH, in Jagdish N. Seth, Atul Parvatiyar and G Shainesh (Eds.), Customer Relationship Management: Emerging Concepts, Tools and Applications, Tata McGraw Hill: New Delhi.

Cases:

- Madan, S., & **Gaur, S. S.** (2016). Magic Water Saver: Driving Sustainability at the Bottom of the Pyramid. *The Case centre*. UK
- Madan, S., & **Gaur, S. S.** (2016). Teaching note (Reference no. 516-0002-8) for the case titled Magic Water Saver: Driving Sustainability at the Bottom of the Pyramid. *The Case centre*. UK
- Raptakos, Brett & Co. Ltd.: Strategies for the New Era
- CRM at APTECH

Research Supervision Experience:

Thesis Supervision (as primary supervisor), Doctoral (Ph.D.) Level

Following students have completed their doctoral degrees under my supervision and are well placed in industry and academia.

1. Pei Shan Soon, Sunway University Business School, Sunway University, Consumers' Desire to Use Augmented Reality Applications (2021). (Senior Lecturer in Marketing, Sunway College, Malaysia).
2. Manisha Parashar (Goswami), GLA University Mathura, Faculty member's Relational Behaviour with Management in the context of Higher Education (2021). (Assistant Professor of Marketing, GLA University, Mathura, India).
3. Himani Oberoi, GLA University Mathura, Consequences of Adverse Consumer Behavioral Events in the context of healthcare (2021). (Assistant Professor of Marketing, GLA University, Mathura, India).
4. Ila Mehrotra Anand, GLA University Mathura, Role of emotions and individual values in response to Government actions (2020). (Assistant Professor of Marketing, Christ University, Ghaziabad, India).
5. Racheal Louis Vincent, Sunway University Business School, Sunway University, Extending the Extended Model of Goal-Directed Behaviour to Understand Individual's Consumption of Shared Services (2019). (Lecturer in Marketing, Sunway University, Malaysia).
6. Yang Zhao, Sunway University Business School, Sunway University, Advancing the Work Family Enrichment Theory by Including the Self Domain (2019). (Lecturer in Management, Sunway University, Malaysia).
7. Leong Yoke Kiau (Jesslyn), Sunway University Business School, Sunway University, Understanding Parental Behaviour in The Provision of Healthy Food for Their Children (2019).

8. Deepika Pandoi, GLA University Mathura, The Role of Emotions and Virtues in Decision To Commit Plagiarism (2019). (Assistant Professor of Marketing, GLA University, Mathura, India).
9. Loh Huey Shee, Sunway University Business School, Sunway University, Connecting with the Brand to Combat Loneliness (2018). (Lecturer in Marketing, Sunway University, Malaysia).
10. Amit Kumar, GLA University Mathura, An Analysis of Political Branding from the Perspective of Indian Democracy (2017). (Assistant Professor of Marketing, GLA University, Mathura, India).
11. Halimin Herjanto, AUT Business School, AUT University, Decision to Commit Digital Piracy: The Role of Emotions and Virtues (2014). (Assistant Professor of Marketing, Marist College, Poughkeepsie, NY, USA).
12. Hanoku Bathula, AUT Business School, AUT University, Board Characteristics and Firm Performance: Evidence from New Zealand, (2008). (Graduate School of Management, The University of Auckland, New Zealand).
13. Shalini Pathak, Shailesh J. Mehta School of Management, IIT Bombay, Role of Social Decision Making and Consumer Behaviour in Small Groups (2007). (Associate Professor of Marketing, National Insurance Academy, Pune, India).
14. Richa Aggarwal, Shailesh J. Mehta School of Management, IIT Bombay, Customers' Relational Behavior in a Pseudo-Relationship Context, (2007). (Associate Professor of Marketing, Indian Institute of Technology Madras, Chennai, India).
15. Hasit Joshipura, Shailesh J. Mehta School of Management, IIT Bombay, Determinants and Consequences of Relationship Selling Behaviours, (2006). (Head of Corporate Centre at Larsen & Toubro Limited, India).
16. Hari Vasudevan, Shailesh J. Mehta School of Management, IIT Bombay, Effect of Market Orientation and Firm Resources on Manufacturing Performance, (2006) (Professor & Principal, D. J. Sanghvi College of Engineering, Mumbai, India).
17. Ajay A Kohatkar, Shailesh J. Mehta School of Management, IIT Bombay, A Model of Goal-Directed Behaviour and Personal and Situational Factors Explaining Consumer Acceptance of Technology-Based Self-Service, (2006) (Founder and Principal, TRIZINBIZ Advisory, Pune, India).
18. Uma Ganesh, Shailesh J. Mehta School of Management, IIT Bombay, A Study of New Economy Entrepreneurship, (2004) (Chief Executive Officer, Global Talent Track, Pune, India).
19. K. Abdul Waheed, Shailesh J. Mehta School of Management, IIT Bombay, Determinants and consequences of Customer's Trust in Buyer-Seller Relationships: An Empirical Study in a Rural Setting, (2003) (Professor of Marketing, Institute of Management Technology, Dubai, UAE).
20. Pradip H. Sadarangani, Shailesh J. Mehta School of Management, IIT Bombay, The Role of Emotion E-influencers' Expertise, and the Moderating Influence of Product Involvement in Web sites, (2002) (Associate Professor of Marketing, Indian Institute of Management Shilong, India).

Thesis Supervision (as external supervisor), Doctoral (DBA) Level

21. Leena Saleh Jassim Busaibe, College of Business Administration Abu Dhabi University, Abu Dhabi, UAE, The Impact of Organizational Culture, Leadership, and Employee Performance Management on Innovation in the Oil and Gas Industry in the United Arab Emirate (2019).
22. Sultan Al-Ahbabi, College of Business Administration Abu Dhabi University, Abu Dhabi, UAE, A Knowledge Management Framework for Enhancing Public Sector Performance: The case of United Arab Emirates (2017). (Projects manager for the Ministry of Presidential Affairs, UAE and a board member for the Reem Green Building Company.)

Member, Research Committee, Doctoral (Ph.D.) Level

23. Bhimaraya A. Metri, Reliability engineering Group, IIT Bombay, Development and implementation of Benchmarking Model for Construction Industry (2001) (Professor & Director, Indian Institute of Management Trichy, India) (with Professor A. Srividya)
24. Manoj Kumar, Shailesh J. Mehta School of Management, IIT Bombay, A Study of the Determinants and Impacts of Indian ADRs and GDRs (2003) (Professor and Associate Dean, NMIMS University, Navi Mumbai, India) (with Professor L. M. Bhole).
25. Suresh Suralkar, Shailesh J. Mehta School of Management, IIT Bombay, Impact of Mergers and Acquisitions on Profitability, Efficiency, Productivity and Risks of Indian Banks (2007) (with Professor L. M. Bhole and others) (Associate Professor, ICFAI Business School, Mumbai).
26. Rupashree Baral, Shailesh J. Mehta School of Management, IIT Bombay, Work-Family Balance and its Effect on Employee Performance (2010)(with Professor S. Bhargava and others) (Associate Professor of OB & HRD, Indian Institute of Technology Madras, Chennai, India).
27. Arvind Agarwal, Shailesh J. Mehta School of Management, IIT Bombay, New Economy Leadership (2010) (with Professor S. Bhargava and others).
28. Upasana Agarwal, Shailesh J. Mehta School of Management, IIT Bombay, Expectations and Employee Commitment (2010) (with Professor S. Bhargava and others) (Associate Professor, National Institute of Industrial Engineering, Mumbai, India.)

Post Graduate - Master of Philosophy (M. Phil.) Level

Ajit Kumar Jain, Department of HSS, IIT Bombay, A study of Strategies and Processes Involved in Marketing of Goods Transportation in Indian Railways (2005). (General Manager, Indian Railways) (With Professor Ramanathan A.)

Post Graduate – Master’s (M. Mgmt. / M. Bus.) Level

I have successfully guided over 100 post graduate level students for their final year theses / dissertations / research projects. Majority of these studies were carried out in leading firms and deal with real life business problems warranting a research-based solution. List is too long to be mentioned here.

TEACHING EXPERIENCE

Courses Taught at The New York University School of Professional Studies, NYU since Nov 2019

At Masters level: Integrated Marketing
Brand Strategy
Capstone

Courses Taught at Sunway University Business School, Sunway University since June 2015

At undergraduate level: Research Project
Digital Marketing

At MBA level: Marketing Management
Research Methods
Master's Research Project (Dissertation)

At Ph. D. Level Theory building

Courses Taught at AUT Business School, Auckland University of Technology, June 2007 – to May 2015

At undergraduate level: Negotiation
Sales Management
Marketing Strategy
Consumer Behavior
Professional Selling and Negotiation
Managing Sales Performance

At master level: Contemporary Theories and Models of Personal Selling
Advanced Buyer Behavior
Consumption and Consumer Behavior
Multivariate Analysis and Experimental Design

At MBA level: Sales Management

Courses Taught at Post Graduate (M. Mgmt. / MBA or equivalent degree) Level (prior to June 2007):

Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay,

August 97 – June 2007

Brand Management
Customer Relationship Management
Introduction to Marketing
Marketing Management
Product Planning and Marketing
Industrial Marketing
Marketing Research
Management of Sales and Distribution Channels

Department of Management Studies, Indian School of Mines, Dhanbad,

October 96-August 97

Mine Management (at Undergraduate level and with others)
Industrial Management (at Undergraduate level and with others)
Industrial Engineering & Management (at Undergraduate level and with others)

S P Jain Institute of Management & Research, Bombay, May 96 – October 97
Consumer Behavior
Sales Promotion Management
Indian Market Systems

As Adjunct and Visiting Professor

Conducted a 3-day workshop on Publishable Research Design for the academic staff (faculty members) of the Universiti Teknologi PETRONAS, Seri Iskandar, Malaysia. 24-26 April 2019.

Conducted a 1-day workshop on Research and Publication for the academic staff (faculty members) of the Universiti Teknologi PETRONAS, Seri Iskandar, Malaysia. 19 December 2016.

1.5 credit course on Global Marketing for Ohio State University's students during May 6-18, 2013.

3-day workshop on Academic Leadership and Management for the academic leaders (Heads/Deans/Directors) of the GLA University Mathura, India, 31 December 2012 to 2 January 2013.

2-day workshop on Research Methods for the academic staff (faculty members) of the Institute for International Management & Technology (IIIMT) Gurgaon, India, 20-21 December, 2010.

Taught a two-credit course (20 hours) on "Applying Statistics and SEM in Research" for the Ph. D. students at **Marketing & Logistics Research Group, LIU School of Management, Linköping University, Linköping, Sweden** during May-July 2006.

Delivered series of lectures and discussed cases on Management of Distribution Channel for the students of Business Administration at **Marketing Centrum Muenster, Westphalian Wilhelms University (WWU) of Muenster, Germany** during May-July 2005.

30 hours course on "CRM" at **Indian Institute of Foreign Trade (IIFT), New Delhi** for final year MBA (IB) students in 2005 and 2003.

A Six credit course on "Advanced Marketing Theories" at **S. P. Jain Institute of Management and Research (SPJIMR), Mumbai** for BITS-SPJIMR Ph. D. students in 2004.

Delivered a series of lectures on CRM, Start-up Marketing and Product Planning & Marketing for Ph. D. and MBA students at **Graduate School of Venture, Hoseo University, Seoul, South Korea** in May 2003.

Delivered a series of lectures on CRM to Graduate students at **SIT University, Seoul, South Korea** in May 2003

CONSULTING EXPERIENCE

Some of the major assignments included consulting to:

Advent Chembio Pvt Ltd, 2019

GlaxoSmithKline (GSK) India, 2010

Dynalog Industries, 2010

1mailspot.co.nz limited: Study titled as "The Benefits of Reliable Customer Contact Data for The Modern Businesses", funded by a Government agency – Tech NZ, 2009

Advanced Medical Optics India Private Limited, 2006 -7

Johnson & Johnson India (Janssen-Cilag Pharmaceuticals Division), 2006

RFCL Limited, 2006
The Hongkong and Shanghai Banking Corporation Limited (HSBC India), 2006
Ranbaxy Fine Chemicals Ltd., 2001, 2002, 2005
Ranbaxy Laboratories Ltd. (Animal Health Division), 2001, 2005
Ranbaxy Laboratories Ltd. (Diagnostics Division), 2001-2002
Pajas Infopath India Ltd., 2003
Ashok Leyland Ltd., 2002 – 2004 (with Prof. M. G. Korgaonker and others)
Godrej and Boyce Mfg. Co. Ltd., 2000 (with Prof. M. G. Korgaonker and A. Ghosh)
Geologistics Limited, 1998, (with Prof. M. G. Korgaonker)

INSTITUTION BUILDING EXERCISE / PROFESSIONAL SERVICE

At Sunway University, Malaysia

I was the head of the Marketing department at Sunway University Business School during November 2015 to August 2018. I was responsible for providing leadership in research, teaching, and engagement with the objective of encouraging excellence and achieving national and international recognition for SUBS's marketing department. More specifically, my responsibilities included developing the strategic direction, promoting the well-being of staff and students, identifying research and funding opportunities for my marketing colleagues, establishing alliances with national and international institutions, and leading SUBS programs as highly sought-after program in the South Asia region. Specifically, I have achieved following:

Administered student recruitment and growth (UG level Marketing degree was the fastest-growing major within the Business School in 2017)

Recruited Ph. D students (7 in last three years)

Advised over 380 undergraduate Marketing majors

Responsible for 380+ UG Marketing and 9 Ph. D. students

Supervised 11 full time academic staff, and six part-time academic staff, two office workers and one administrative assistant

Evaluated and developed Marketing curriculum both at UG level and Masters level

Developed new post graduate program (e.g., M.Sc. in Marketing)

Recruited, selected, hired, and trained marketing faculty

Implemented faculty evaluation system (MFE)

Provided quality assurance over course delivery and Schedule Marketing courses

Developed and implemented departmental minors

Assigned, monitored, and evaluated Marketing faculty's teaching and research

Converted a "teaching only" department into the most active "research" department with several award-winning staff

Provided direction and support for faculty research

Formed and serving as chair of the Business School Research Ethics Committee

Serving on following University committees:

- Sunway University Research Ethics Committee as Chair
- Sunway University Senate
- Sunway University Academic Leaders' Group
- School of Business PG program committee
- School of Business Executive committee (served during November 2015 to August 2018)
- School of Business Strategy committee (served during November 2015 to August 2018)

At AUT University, New Zealand

I was head of research for the department of marketing, advertising, retailing & sales and academic leader of the Sales area at AUT Business School. I was responsible for providing leadership in research, teaching, and engagement with the objective of encouraging excellence and achieving national and international recognition for AUT's MARS department. More specifically, my responsibilities included developing the strategic direction, promoting the well-being of staff and students, identifying research and external funding opportunities for junior faculty members, establishing alliances with national and international institutions, and leading AUT's sales major as a highly sought-after program in the Asia-Pacific region. I was also a member of the AUT's Programme Approval and Review Committee (PARC) which is responsible to the Academic Board for overseeing the University's approval and review processes for various academic programmes. I also joined AUT Business School's Faculty Board. I was a member of business faculty research committee which is responsible for policy making, strategic decisions and funding decisions to support and augment research in various departments and disciplines within AUT business school.

I have taken several initiatives to develop international linkages and collaborated with junior faculty members to encourage them to strive towards excellence in research and teaching. I have also been instrumental in developing a relationship between AUT and Rev Sales Network (a leading body of sales professionals in NZ) allowing both organisations to work together to further the sales discipline in New Zealand. I also developed three new papers at the post graduate level, which have attracted a few masters and Ph. D. students. Collaborations with junior faculty members and post graduate research students have led to a few journal submissions and publications in conference proceedings. Other service contributions are listed below:

- Head of Research – Department of Marketing, Advertising, Retailing & Sales (January 2012-May 2015).
- Academic leader – Sales Management Area (June 2007 – May 2015).
- Attended a 4 day long AUT Leadership and Management Enhancement Program. The program included components such as recruitment and development of staff, and building and supporting high quality teaching and research teams.
- Professorial Staff Representative - Postgraduate Committee of AUT Business School – 2008.
- Member, Faculty Research Committee of AUT Business School – 2009.
- Member, AUT's Programme Approval and Review Committee (PARC) – 2011 to May 2015.
- Member, AUT Business School's Faculty Board – 2014.

At Indian Institute of Technology Bombay (IIT Bombay)

SJM SOM, at IIT Bombay was started in 1995. I joined the school in 1997 as the first Marketing faculty of the University (IIT Bombay). We had just one compulsory (core) course and couple of electives to offer in marketing area at that point of time. There was almost no research, consulting and training activity in marketing area at school until 1997. I took up the challenge of not only establishing the marketing area but also building the school with other colleagues. Today, SJM SOM is amongst the top business schools in India and has a well-established Marketing area. My service contributions during 1997 to 2007 are listed below:

1. I have introduced 6 new courses, developed them in terms of course material, syllabus, curriculum etc. and today school has 9 electives and 2 compulsory (core) PG level courses in Marketing area.
2. I have conducted several short term and long-term open as well as company specific (customized) training, management development and executive education programs.
3. I have conceptualized and launched following very successful long-duration (1 yearlong) out of campus Programs which have been very well received by entrepreneurs, senior level Government officers and senior level managers from private sector companies in India.

- A **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and Managing People being held at Mumbai and New Delhi during October 15, 2006 to July 31, 2007.
 - A **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and HRM being held at New Delhi during January 07, 2006 to December 30, 2006.
 - A **one-year** long CEP Certificate Course in Marketing Management held at New Delhi during November 02, 2003 to October 30, 2004.
4. I produced several Ph. D. students in marketing area and they are very well placed both in Academia as well as Industry.
 5. I have generated revenue and brand for School by bringing more than a dozen consulting assignments and several training Programs from reputed Indian firms as well as MNCs.
 6. I was instrumental in developing collaborations between the business school in IIT Bombay and business schools in North American and European Universities.
 7. Before I left in 2007, I initiated a European Union & Ministry of Civil Aviation, Government of India project with an objective to set up an EU Centre for Civil Aviation Management at IIT Bombay, India.

Other service contributions are listed below:

- Ph. D. Program in-charge for Shailesh J. Mehta School of Management August 2006 – May 2007.
- Member of the Short-term appointment Committee of SJM SOM - 2004.
- Nominated by Chairman, Senate of IIT Bombay as Member of the Postgraduate Committee of the Shailesh J. Mehta School of Management for the years 2001, 2002 and 2003.
- Appointed by Director, IIT Bombay as Associate Co-ordinator, National Service Scheme for the period 01.03.2000 to 28.02.2002.
- MDP Co-ordinator for Shailesh J. Mehta School of Management during April 1998 to July 2002.
- Placement Co-ordinator for SOM for the batch passed out in June 1999.
- Institute Representative for IIT-JEE1998 at MACT Bhopal, IIT-JEE1999 at Mumbai and IIT-JEE 2003 at Indore. Coder for IIT-JEE 2005 at Mumbai.
- Was responsible for preparation of data and reports for the purpose of Ranking of Business Schools by different agencies during 2001 -2002. Prepared the Courses of Study bulletin, MDP Brochure and other Publicity Material for SJM SOM.

Journal Editorial and Review Services

- Associate Editor (Marketing Area Editor) – Journal of Asia Business Studies
- Co-Guest Editor, Journal of Management and Governance - special issue with the working title “Corporate Growth, Sustainability and Business Ethics in 21st Century”.
- Co-Guest Editor, Journal of Asia Business Studies - special issue with the working title “Managing Organizations and Business in Asia”.
- Co-Guest Editor, Management of Environmental Quality: An International Journal - special issue with the working title “Sustainable Business and Environment Management”.
- Co-Guest Editor, International Journal of Engineering Business Management - special issue with the working title “People, Process and Enterprise Management in the 21st Century”.
- Co-Guest Editor, Management Decision - special issue with the working title “Entrepreneurship and Innovation in the Middle East”.

- Co-Guest Editor, International Journal of Gender and Entrepreneurship - special issue with the working title “Gender and Entrepreneurship in the Middle East”.
- Editorial Board Member, Journal of World Business
- Editorial Review Board Member of the Journal of Business Research
- Editorial Advisory Board Member of the Journal of Services Research
- Editorial Advisory Board member of the Amity Journal of Marketing (AJM)
- Editorial Board, International Journal of Business and Emerging Markets
- Editorial Review Board Member of the Journal of Indian Business Research (JIBR)
- Editorial Board Member of the Advances in Management Journal
- Member of the Editorial Committee for the journal ‘OPSEARCH’
- Area Editor – Marketing for Comdex times: A Journal on Innovations in Management
- Reviewer, European Journal of Marketing
- Reviewer, Journal of Retailing and Consumer Services
- Reviewer, International Journal of Technology Marketing

PROFESSIONAL AFFILIATIONS:

Association for Consumer Research (ACR), USA
 American Marketing Association (AMA), USA
 Academy of Marketing Science (AMS), USA - Fellow
 Australia and New Zealand Marketing Academy (ANZMAC)
 Academy of Management (AOM), USA
 Academy of International Business (AIB), USA
 Association of Indian Management Scholars (AIMS International)
 Academy of Global Business Advancement (AGBA), USA – Fellow
 Emerging Markets Society (EMS)