

# Dr. Srinivas Durvasula

Marquette University  
Curriculum Vitae

## OFFICE ADDRESS:

Department of Marketing  
Marquette University  
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Milwaukee, WI 53233  
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[srinivas.durvasula@marquette.edu](mailto:srinivas.durvasula@marquette.edu)

## Education

- Ph D, University of South Carolina, 1986.  
Major: Business Administration  
Supporting Areas of Emphasis: Quantitative Research
- MS, Indian Institute of Technology, 1981.  
Major: Industrial Engineering/Management
- BS, Osmania University, 1979.  
Major: Mechanical Engineering

## Professional Experience

### Academic - Post-Secondary

- Edward A. Brennan Chair, Marquette University. (August 2001 - Present).
- Professor, Marquette University. (August 2001 - Present).
- Associate Professor, Marquette University. (August 1992 - February 2001).
- Senior Fellow, National University of Singapore. (November 1993 - December 1995).
- Visiting Professor, Tinbergen Institute. (May 1994 - June 1994).
- FSO Research Scholar, Vrije Universiteit. (May 1993 - November 1993).
- Assistant Professor, Marquette University. (August 1985 - July 1992).
- Teaching and Research Assistant, University of South Carolina. (August 1981 - July 1985).

## TEACHING

### Courses Taught

#### Marquette University

- BUAD 6112, Skills: SAS, Graduate.
- BUAD 6113, Skills: SPSS, Graduate.
- BUAD 6931, Topics in Business Admin., Graduate.
- MARK 4060, Marketing Research, Undergraduate.
- MARK 6160, Marketing Research, Graduate.
- MARK 6995, Independent Study in Marketing, Graduate.

#### Other

- BUAD 249, Seminar in Marketing:, Graduate.
- BUAD 291, Business Skills, Graduate.
- BUAD 6112, Skills: SAS.
- BUAD 6113, Skills: SPSS, Graduate.

BUAD 6995, Independent Study in Business, Graduate.  
MARK 142, Marketing Research, Undergraduate.  
MARK 4060, Marketing Research.  
MARK 6160, Marketing Research, Graduate.

## Directed Student Learning

Master's Thesis Committee Member, James Lamb (September 2013 - April 2014).  
Directed Individual/Independent Study, Drake Kakar, Ruiz Christina (August 2010 - December 2010).

## SCHOLARLY ACTIVITY

### Publications and Other Intellectual Contributions

#### Journal Article, Academic Journal, Refereed

Durvasula, S., Lysonski, S. (2016). In Taylor Francis Group (Ed.), Finding Cross National Consistency: Use of G-Theory to Validate Acculturation To Global Consumer Culture Measure. *Journal of Global Marketing*, 29 (2), 57-70. [www.tandfonline.com/toc/wglo20/current](http://www.tandfonline.com/toc/wglo20/current) [\[Link\]](#)

Steven, L., Durvasula, S., Predisposition to Global Brands: The Impact of Acculturation, Ethnocentrism, and Materialism. *To appear in Journal of Global Business Management*, 11 (2). [www.jgbm.org/](http://www.jgbm.org/) [\[Link\]](#)

Durvasula, S., Lysonski, S. (2015). Impact of Stylistic Responses on Mean and Covariance Structure Analysis in Cross-National Research. *The Journal of Global Business Management*, 11 (1), 156-165. [www.jgbm.org](http://www.jgbm.org) [\[Link\]](#)

Durvasula, S., Lysonski, S. (2014). In Tetiana Vasylyeva (Ed.), Probing the Etic vs. Emic Nature of Consumer Ethnocentrism: *Innovative Marketing*, 10 (1), 7-16.

Lysonski, S., Durvasula, S. (2013). In Richard D. Leventhal (Ed.), Nigeria in Transition: Acculturation to Global Consumer Culture. *Journal of Consumer Marketing*, 30 (6), 493-508. <http://www.emeraldinsight.com/journals.htm?articleid=17099932&show=abstract> [\[Link\]](#)

Lysonski, S., Durvasula, S. (2013). In Dr. Richard Leventhal (Ed.), Consumer Decision Making Styles in Retailing: Evolution of Mindsets and Psychological Impacts. *Journal of Consumer Marketing*, 30 (1), 75-87. <http://www.emeraldinsight.com/journals.htm?articleid=17076827&show=abstract> [\[Link\]](#)

Durvasula, S., Sharma, S., Carter, K. (2012). Correcting the t-statistic for Measurement Error. *Marketing Letters*, 23 (3), 671-682.

Lysonski, S., Durvasula, S., A. D. Madhavi (2012). In R. Leventhal (Ed.), Evidence of a Secular Trend in Attitudes Towards the Macro Marketing Environment in India: Pre and Post Economic Liberalization. *No. Journal of Consumer Marketing*, 29 (7), 532-544.

Sharma, S., Durvasula, S., Ployhart, R. E. (2012). The Analysis of Mean Differences Using Mean and Covariance Structure Analysis: Effect Size Estimation and Error Rates. *Organizational Research Methods*, 15 (1), 75-102. [orm.sagepub.com](http://orm.sagepub.com) [\[Link\]](#)

Durvasula, S., Lysonski, S., D., M. A. (2011). Beyond Service Attributes in Higher Education: Do Personal Values Matter? *Journal of Services Marketing*, 25 (1), 33-46.

Lysonski, S., Durvasula, S. (2010). Diagnosing Service Quality in Retailing: The Case of Singapore. *Journal of International Business and Entrepreneurship Development*, 5 (1), 1-17.

- Lysonski, S., Durvasula, S. (2010). Diagnosing Service Quality in Retailing: The Case of Singapore. *Journal of International Business and Entrepreneurship Development*, 5 (1), 1-17.
- Durvasula, S., Lysonski, S. (2010). Money, Money, Money—How Do Attitudes Toward Money Impact Vanity and Materialism?—The Case of Young Chinese Consumers. *Journal of Consumer Marketing*, 27 (2), 169-179.
- Durvasula, S., Lysonski, S. (2009). How Offshore Outsourcing Is Perceived: Why Do Some Consumers Feel More Vulnerable?,”. *Journal of International Consumer Marketing*, 21 (1), 17-33.
- Durvasula, S., Lysonski, S. (2008). Digital Piracy of MP3s Consumer and Ethical Predispositions. *Journal of Consumer Marketing*, 25 (3), 167-178.
- Lysonski, S., Durvasula, S. (2008). A Double Edged Sword: Understanding Vanity Across Cultures. *Journal of Consumer Marketing*, 25 (4), 230-244.
- Durvasula, S., Lysonski, S. (2007). Competitive Positioning in International Logistics: Identifying A System of Attributes Through Neural Networks and Decision Trees. *Journal of Global Marketing*, 20 (1), 79-95.
- Durvasula, S., Andrews, J. C., Lysonski, S. (2006). Examining the Cross-National Applicability of Multi-Item, Multidimensional Measures using Generalizability Theory. *Journal of International Business Studies*, 37, 469-483.
- Durvasula, S., Lysonski, S. (2006). Finding the Sweet Spot: A Two Industry Study Using the Zone of Tolerance to Identify Determinant Service Quality Attributes. *Journal of Financial Services Marketing*, 10 (3), 244-259.
- Durvasula, S. (2006). Impedence to Globalization: Economic Threat and Ethnocentrism. *Journal of Global Marketing*, 19 (3/4), 9-32.
- Lysonski, S., Durvasula, S. (2006). The Impact of Attitudinal Variables on Service Quality Perceptions, Expectations, and Service Satisfaction: A Study of a Primary Health Care System. *Asian Journal of Marketing*.
- Durvasula, R., Durvasula, S., Lichtenstein, D. R. (1991). A Cross-National Assessment of the Reliability and Validity of the CETSCALE. *Journal of Marketing Research*, 28 (3), 320-327.
- Akhter, S., Durvasula, S. (1991). Consumers' Attitudes Toward Direct Marketing and Purchase Intentions: An Empirical Investigation. *Journal of Direct Marketing*, 5 (3), 48-56.
- Andrews, J. C., Netemeyer, R. G. (1991). Effects of Consumption Frequency on Believability and Attitudes Toward Alcohol Warning Labels. *Journal of Consumer Affairs*, 25 (2), 323-338.
- Andrews, J. C., Lysonski, S., Durvasula, S. (1991). Understanding Cross-Cultural Student Perceptions of Advertising in General: Implications for Marketing Educators and Practitioners. *Journal of Advertising*, 20 (2), 15-28.
- Andrews, J. C., Durvasula, S., Akhter, S. (1990). A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. *Journal of Advertising*, 19 (4), 27-40.
- Andrews, J. C., Netemeyer, R. G., Durvasula, S. (1990). Believability and Attitudes Toward Alcohol Warning Label Information: The Role of Persuasive Communications Theory. *Journal of Public Policy and Marketing*, 9, 1-15.

Sharma, S., Durvasula, S., Dillon, W. (1989). Some Results on the Behavior of Alternative Covariance Structure Estimation Procedures in the Presence of Nonnormal Data. *Journal of Marketing Research*, 26 (May), 214-221.

Mahajan, V., Sharma, S., Durvasula, S. (1985). An Application of Portfolio Analysis in Identifying Attractive Retail Locations. *Journal of Retailing*, 61 (4), 19-34.

### **Book, Chapter in Scholarly Book-New, Refereed**

Durvasula, S., Lysonski, S. (2007). In Batavia, B. and Nandakumar, P. (Ed.). Embracing Globalization: A Study of Factors Shaping Consumer Acceptance of Imported Products. *Globalization: Capital Flows, Competition and Regulation* (pp. 260-280). Toronto: APF Press.

### **Conference Proceeding, Refereed**

Durvasula, S., Lysonski, S. (2016). *Identifying the Drivers of Consumer Attitudes Toward Foreign Owned Retailers in Emerging Markets: A Study of India*. (vol. 19). Las Vegas: American Academy of Behavioral and Social Sciences. [www.aabss.net](http://www.aabss.net) [\[Link\]](#)

Durvasula, S., Lysonski, S. (2015). *Significance of National Identity on Global Brand Attitudes: Evidence from China*. (vol. 9, pp. 22-23). Chennai: Great Lakes Institute of Management & Kotler-Srinivasan Center for Research in Marketing. [www.greatlakes.edu.in](http://www.greatlakes.edu.in) [\[Link\]](#)

Lysonski, S., Durvasula, S. (2014). *Situating Global Brands in China – Factors Affecting Inertia*. (vol. 8, pp. 50 to 54). Chennai: Proceedings of the 8th NASMEI International Marketing Conference in India.

Durvasula, S., Lysonski, S. (2014). In Farmarz Damanpour (Ed.), *Acquiescence and Extreme Response Style Issues in Cross-National Research: Detection and Adjustment*. (vol. 29): Proceedings of the 2014 Association for Global Business Conference, Orlando, FL.

Lysonski, S., Durvasula, S. (2013). In Great Lakes Institute of Management (Ed.), *What Drives Young Adults to Digital Piracy? A Study of a Nordic Country*. (vol. 7). Chennai, Tamil Nadu: 7th North American Society for Marketing Education in India (NASMEI) Conference.

Durvasula, S., Lysonski, S. (2013). In Dr. Charles Byles (Ed.), *Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture*. (vol. 25). Sterling, VA: Association for Global Business.

Lysonski, S., Durvasula, S. (2012). In Charles M. Byles, Virginia Commonwealth University (Ed.), *Decision Making Drivers of Digital Piracy: Attitudes, Intentions, and Actions*. (vol. 24, pp. 85-89): Association for Global Business.

Durvasula, S., Lysonski, S. (2011). *Measuring Global Consumer Acculturation – Commonalities Across Countries*. (vol. 5, pp. 32-33): 5th Great Lakes NASMEI Conference 2011.

Durvasula, S., Lysonski, S. (2011). *Obtaining an Organic View of a Service: Text Mining of Consumer Opinions Toward Fast-Food Service*. (vol. 2011): Proceedings of the Association for Global Business Conference.

Durvasula, S., Lysonski, S., D., M. A. (2010). *SERVAL: The Unidimensional Service Personal Value Scale*. (vol. 4, pp. 159-162). Manamai: Great Lakes Institute of Management (Proceedings of the 4th Great Lakes NASMEI Marketing Conference).

Durvasula, S., S. S. (2009). *Between-Group Differences in Consumer Research: The Impact of Number of Indicators on Mean Comparisons*. (vol. 3, pp. 115-117). Manamai: Great Lakes Institute of Management

(Proceedings of the 3rd NASMEI (North American Society for Marketing Education in India) Marketing Conference).

Durvasula, S., S. S. (2008). In Ssrinivasan, V. and Sriram E. (Ed.), *Validation of Consumer Behavior Measures: A Comparison of Three Alternative Approaches*. (vol. 2, pp. 56-57). Chennai: Proceedings of the 2008 International Conference on Creating, Communicating, and Delivering Value.

Lysonski, S., Durvasula, S. (2008). *Acculturation to the Global Consumer Culture: A Comparison of Young Consumers in Nigeria and the United States*. (pp. 65-66): Proceedings of the 2008 International Conference on Creating, Communicating, and Delivering Value.

Lysonski, S., Durvasula, S. (2008). *Identifying the Key Drivers of Beliefs Toward Offshoring*: Proceedings of the 2008 Association for Global Business Conference.

Lysonski, S., Durvasula, S. (2007). *Organizing the Supply Chains for Security: Implications for C-TPAT*. (pp. 50-54): Proceedings of the Industrial Distribution Educators Association.

Lysonski, S., Durvasula, S. (2006). *A Cross-National Reexamination of the Consumer Ethnocentrism Scale*. (pp. 63-65): Proceedings of the International Conference on Global Arena - Challenge of the Morrow.

Lysonski, S., Durvasula, S., Akers, M. (2005). *Is the World Becoming Flat? Ethnocentrism, Globalization, and Free Trade*: Proceedings of the International Conference on Globalization and Economic Asymmetries.

### **Conference Proceeding**

Lysonski, S., Durvasula, S. (2010). *Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?* (pp. 35-36): International Conference on Brand Management.

Lysonski, S., Durvasula, S. (2010). *Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?* (pp. 35-36). Institute of Management Technology: International Conference on Brand Management.

Lysonski, S., Durvasula, S. (2009). *Consumerism in India: Do Consumers Perceive Changes in the Macro Marketing Environment since the Economic Liberalization of 1991?*: Proceedings of the 2009 Association for Global Business Conference.

Durvasula, S., S. S., Netemeyer, R. G. (2008). *An Alternative Approach for Diagnosing Stylistic Responses in Cross-National Research: Application of the G-Theory*. Milan: Proceedings of the 2008 Academy of International Business Conference.

Lysonski, S., Durvasula, S. (2007). *Money Attitudes, Materialism, and Achievement Vanity: An Investigation of Young Chinese Consumers' Perceptions*. (pp. 497-499): Proceedings of the Marketing and Society Conference.

Lysonski, S., Durvasula, S. (2007). *The Side Effect of Globalization: Attitudes Toward Outsourcing*. (pp. 306-310): Proceedings of the 2nd International Conference on Research in Marketing.

Srivastava, B., Lysonski, S., Durvasula, S. (2007). *C-TPAT Implications for Securing Global Supply Chains*: Proceedings of IDEA Conference.

Lysonski, S., Durvasula, S. (2004). *Building Service Attributes Into a System: Exploring Logistic Preferences of Ocean Freight Shipping Customers*. (pp. 202-208): Proceedings of the 2004 International Conference on Service Systems and Service Management.

Lysonski, S., Durvasula, S. (2003). *An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions*: Proceedings of the Academy for Global Business Advancement Conference.

Lysonski, S., Durvasula, S. (2003). *The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight*: Proceedings of the International.

Lysonski, S., Durvasula, S. (2003). *The Use of Technology in Managing Customer Relationships in the B2B Industry: Case of the Ocean Freight*: Proceedings of the International Conference on Marketing of Technology Oriented Products and Services.

Lysonski, S., Durvasula, S. (2002). *Evaluating the Determinants of Service Satisfaction in a B2B Environment*: Emerging Issues in Services Marketing: Emotions, E-Marketing, and Encounters.

### **Manuscript, Refereed**

Durvasula, S., Lysonski, S. (2015). *Cross-National Applicability of Parsimonious Measure of Acculturation to Global Consumer*. (3rd ed., vol. 116, pp. 738-750). MT: Psychological Reports. [www.amsciepub.com/loi/pr0](http://www.amsciepub.com/loi/pr0) [\[Link\]](#)

### **Research Report**

Lysonski, S., Durvasula, S. (2007). *Understanding Generation Y Consumers: An Application of Vanity Scale to Examine Cross-National and Gender Differences*: Marketing in the New Global Order: Challenges and Opportunities.

Lysonski, S., Durvasula, S. (2005). *Relationship Quality vs. Service Quality: An Investigation of Their Impact On Value, Satisfaction, Behavioral Intentions in the Life Insurance Industry*. (1st ed., vol. 11, pp. 92-103): Asian Journal of Marketing.

Durvasula, S., Lysonski, S. (2005). *Service Encounters: The Missing Link Between Service Quality and Satisfaction*. (3rd ed., vol. 21, pp. 15-26): Journal of Applied Business Research.

Lysonski, S., Durvasula, S. (2004). *An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions*. (pp. 156-159): 2004 Proceedings of the Academy for Global Business Advancement Conference.

Durvasula, S., Lysonski, S. (2004). *Cruising Along: The Impact of Service Quality in the Cruise Liner Industry*. (1st ed., vol. 10, pp. 47-58): Asian Journal of Marketing.

Durvasula, S., Lysonski, S. (2004). *Forging Relations with Services: The Antecedents that have an Impact on Behavioral Outcomes in the Life Insurance Industry*. (4th ed., vol. 8, pp. 314-326): Journal of Financial Services Marketing.

Durvasula, S., Lysonski, S. (2004). *Technology and Its CRM Implications in the Shipping Industry*. (1st ed., vol. 28, pp. 88-102): International Journal of Technology Management.

Durvasula, S., Lysonski, S. (2004). *The Metamorphosis of Greek Consumers' Sentiments toward Marketing and Consumerism*. (4th ed., vol. 13, pp. 5-29): Journal of Euromarketing.

Durvasula, S., Lysonski, S. (2003). *Should Marketing Managers be concerned about Consumerism in New Zealand?: A Longitudinal View*. (3/4 ed., vol. 37, pp. 385-406): European Journal of Marketing.

Lysonski, S., Durvasula, S. (2003). *The Power of Interfacing Departments in Shaping B2B Customer Satisfaction*. (2nd ed., vol. 13, pp. 61-70): Journal of Marketing Management.

Durvasula, S., Lysonski, S. (2002). *Understanding the Interfaces: How Ocean Freight Shipping Lines can Maximize Satisfaction*. (6th ed., vol. 31, pp. 491-504): Industrial Marketing Management.

Durvasula, S., Lysonski, S. (2001). In C.P. Rao (Ed.). Are There Global Dimensions of Beliefs Toward Advertising in General? A Multi-Cultural Investigation. *Globalization and Its Managerial Implications* (pp. 184-202). Westport, CT: Quorum Books, Greenwood Publishing Group, Inc.

Durvasula, S., Lysonski, S. (2001). *Does Vanity Describe Other Cultures?: A Cross-Cultural Examination of the Vanity Scale*. (1st ed., vol. 35, pp. 180-199): Journal of Consumer Affairs.

Durvasula, S., Lysonski, S. (2000). *Business to Business Marketing: Service recovery and customer satisfaction issues with ocean shipping lines*. (3rd ed., vol. 34, pp. 433-452): European Journal of Marketing.

Durvasula, S. (1999). *Some Results on the Behavior of Alternative Covariance Structure Estimation Procedures in the Presence of Nonnormal Data*. (vol. 26, pp. 214-221): Journal of Marketing Research.

Durvasula, S., Bamossy, G. J., Akhter, S. (1996). A Comparison of Consumers' Attitudes toward Direct Marketing and Purchase Intentions in Developed Countries. *Trace Discussion Paper* (pp. TI 96-036). Amsterdam-Rotterdam: Tinbergen Institute.

Durvasula, S., Janseen, P. (1995). A Comparison of Confirmatory Factor Analysis and Rasch Analysis in Assessing Metric Equivalence of Measurement Scales in Cross-National Research. *Trace Discussion Paper* (pp. TI 95-168). Amsterdam-Rotterdam: Tinbergen Institute.

Durvasula, S., Bamossy, G. J., Andrews, J. C. (1994). An Examination of the Cross-National Equivalency of Product Involvement Scales. *TRACE Discussion Paper* (pp. TI 94-13). Amsterdam-Rotterdam: Tinbergen Institute.

## **Intellectual Contributions under Review**

### **Journal Article, Academic Journal, Refereed**

Lysonski, S., Durvasula, S., D, M. A., Evidence of a Secular Trend in Attitudes Towards the Macro Marketing Environment in India: Pre and Post Economic Liberalization. *Journal of Consumer Marketing*.

Lysonski, S., Durvasula, S., Transitions in Retail: The Changing Calculus of Consumers. *Journal of Consumer Marketing*.

## **Presentations**

### **National/International Academic**

Durvasula, S., Lysonski, S., 5th Great Lakes NASMEI Conference 2011, "Measuring Global Consumer Acculturation - Commonality Across Countries," Marketing Science Institute (USA) and Great Lakes Institute of Management, Chennai, India.

Durvasula, S. (Presenter & Author), Lysonski, S., 19th Annual Academy of Behavioral and Social Sciences Conference, "Identifying the Drivers of Consumer Attitudes Toward Foreign Owned Retailers in Emerging Markets: A Study of India," Academy of Behavioral and Social Sciences, Las Vegas, NV. (February 1, 2016).

Durvasula, S. (Presenter & Author), Lysonski, S. (Author Only), 9th NASMEI (North American Society for Marketing Education in India) International Marketing Conference, "Significance of National Identity

on Global Brand Attitudes: Evidence from China," Great Lakes Institute of Management & Kotler-Srinivasan Center for Research in Marketing, Chennai, India. (December 26, 2015).

Durvasula, S. (Author Only), 8th NASMEI International Marketing Conference in India, "Session on Branding Topics," NASMEI and Great Lakes Institute of Management, Chennai, India. (December 26, 2014).

Durvasula, S. (Presenter & Author), 8th NASMEI International Marketing Conference in India, "Situating Global Brands in China – Factors Affecting Inertia," NASMEI (North American Society for Marketing Education in India) and Great Lakes Institute of Management, Chennai, India. (December 26, 2014).

Durvasula, S., Lysonski, S., 7th NASEMEI (North American Society for Marketing Education in India) Conference, "What Drives Young Adults to Digital Piracy? A Study of a Nordic Country," NASMEI and Great Lakes Institute of Management, Manamai, India. (December 28, 2013).

Durvasula, S. (Chair), 6th NASMEI (North American Society for Marketing Education in India) International Conference, Great Lakes Institute, India and NASMEI, Chennai, India. (December 30, 2012).

Lysonski, S. (Presenter & Author), Durvasula, S. (Presenter & Author), 2012 Annual Meeting of the Association for Global Business, "Decision Making Drivers of Digital Piracy: Attitudes, Intentions and Actions," Association for Global Business, Washington, DC. (November 2012).

Sharma, S. (Presenter & Author), Durvasula, S. (Presenter & Author), 43rd Annual Decision Sciences Institute Annual Meetings, "Assessing the Impact of Response Style Biases on Means and Covariance Structures: An Alternative Approach," Decision Sciences Institute, San Francisco. (November 17, 2012).

Lysonski, S. (Presenter & Author), Durvasula, S., International Conference on Brand Management, "Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?," Ghaziabad, India. (January 2010).

### **Regional and Other Academic**

Durvasula, S., Lysonski, S., 2011 Association for Global Business Conference, "Obtaining an Organic View of a Service: Text Mining of Consumer Opinions Toward Fast Food Service," Association for Global Business, New Port Beach, CA.

Durvasula, S. (Presenter & Author), 2014 Association for Global Business Annual Conference, "Acquiescence and Extreme Response Style Issues in Cross-National Research: Detection and Adjustment," Association for Global Business, Orlando, FL. (November 15, 2014).

Durvasula, S., Lysonski, S., 2013 Association for Global Business Annual Conference, "Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture," Association for Global Business, Las Vegas. (November 20, 2013).

### **Professional Affiliations and Editorial Board Service**

Member, Academy of International Business.

Member, American Marketing Association.

Editorial Review Board Member, Journal of Euro Marketing.

### **Professional Service**

Adhoc Reviewer, Adhoc Reviwer for Academic Journals.

Provided unpaid professional advise in Fall 2011 to econ and marketing alumni on survey sampling and data analysis, Alumni - MU Business School.



Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing.  
Reviewer, Ad Hoc Reviewer, Marketing Letters.  
External Reviewer - Reviewed promotion and tenure package of a candidate, Penn State University.  
Chairperson, 9th NASMEI (North American Society for Marketing Education in India) International Marketing Conference, Chennai. (December 26, 2015 - December 27, 2015).  
Session Chair, 8th NASMEI International Marketing Conference in India, Chennai. (December 26, 2014).

## **ACADEMIC AND UNIVERSITY SERVICE**

### **Department Service**

Prof. Rick Burton's visit and presentation in Fall 2011.  
(January 2010 - Present).  
Prepare 2015 Marketing Department Journal Rankings List. (November 2015 - December 2015).  
Attended all departmental events associated with the visit of Dr. Scott Burton. (May 1, 2015).  
Assisted the Department Chair in Interviewing and Selecting Candidates for tenure track lines in Marketing, Faculty Recruitment. (June 2013 - November 2013).  
Faculty Library Representative, Library Representative. (January 2010 - December 2010).

### **College Service**

Attendee, Alumni Event, 2011 Alumni awards luncheon.  
Attendee, Alumni Event, 2011 College centenary celebration.  
Attendee, May Graduation, 2011.  
Attendee, Alumni Event, 2013 Alumni Awards Luncheon.  
Attendee, Alumni Event, 2013 Honors Awards Function.  
Attendee, May Graduation, 2013 Summer Graduation.  
Attended Honors awards function, spring 2011.  
Attendee, Alumni Event.  
Attendee, Graduate Info Session.  
Attendee, Recruitment Activity, Hosted shadow students in spring/fall 2011.  
Committee Member, Faculty Research Committee. (August 2015 - Present).  
Committee Chair, Promotion and Tenure Committee. (August 2015 - Present).  
Advised a prospective student about undergrad business program at MU, Shadow Student Visit. (September 2014 - Present).  
Attended MU Preview Luncheon, Preview Luncheon. (June 2014 - Present).  
Attendee, May Graduation, 2014 May Graduation. (May 2014 - Present).  
Attendee, Alumni Event, 2014 Alumni Awards Luncheon. (April 2014 - Present).  
Attendee, Student Organization Event, 2014 Honors Awards Function. (April 2014 - Present).  
Attendee, Alumni Event, 2013 Business Leaders Forum Luncheon. (September 30, 2013 - Present).  
Committee Member, Adhoc Research Advisory Committee. (September 2013 - Present).  
Committee Member, College of Business Research Committee. (September 2013 - Present).  
Committee Chair, College of Business Promotion and Tenure Committee. (August 15, 2012 - Present).  
Committee Member, College of Business Research Committee. (August 2014 - June 2015).  
Committee Chair, College of Business Promotion and Tenure Committee. (June 2014 - June 2015).  
Attendee, May Graduation, 2015 May Graduation. (May 2015).  
2015 Alumni Awards Luncheon. (April 2015).  
Attended the annual awards function, Honors Awards Function. (April 2015).  
Committee Member, College of Business Promotion & Tenure Committee. (August 15, 2011 - August 14, 2012).  
Committee Member, Research Excellence Committee. (August 2010 - July 2012).  
Attendee, Alumni Event, 2012 May Graduation. (May 2012).  
Attendee, Alumni Event, 2012 Alumni Awards Luncheon. (April 2012).  
Attendee, Alumni Event, 2012 Honors Awards Function. (April 2012).  
Research Committee. (2009 - July 2010).

Promotion and Tenure Committee. (2002 - 2009).

## **University Service**

Committee Member, University Promotion & Tenure Committee. (August 2015 - Present).  
Committee Member, Sabbatical Review Committee. (August 15, 2012 - Present).  
Committee Member, University Promotion and Tenure Committee. (August 15, 2012 - Present).  
Attendee, Special Event, Inauguration of new MU President. (September 2011 - Present).  
Attendee, Orientation, MU Preview Luncheon. (June 2011 - Present).  
Attendee, Special Event, Preview Luncheon. (June 2015).  
Committee Member, Sabbatical Review Committee. (August 2014 - June 2015).  
Committee Member, University Promotion and Tenure Committee. (June 2014 - June 2015).  
Attendee, Faculty Event, Pere Marquette Dinner. (May 2015).  
Committee Chair, Sabbatical Review Committee. (2001 - July 2010).

## **AWARDS AND HONORS**

Beta Gamma Sigma Honorary Society.  
Institutional Scholarship, Indian Institute of Technology.  
2011 Outstanding Paper Award, Journal of Consumer Marketing. (July 2011).  
Special Mention for outstanding contribution, 2nd International Conference on Brand Management, New Delhi, India. (January 2010).  
Highly Commended Paper Award, Literati Network Awards for Excellence. (2009).  
The most cited international advertising research article, Journal of Advertising. (2005).  
outstanding scholarly achievement, Office of Research Support at Marquette University. (1999).  
Best Article of the Year (runner up), Journal of Retailing. (1993).  
outstanding scholarly achievement, Office of Research Support at Marquette University. (1992).  
outstanding scholarly achievement, Office of Research Support at Marquette University. (1991).  
Best Article of the Year, Journal of Retailing. (1985).  
Doctoral Consortium Fellow, American Marketing Association. (1984).