CURRICULUM VITAE

NAME: Sweta Chaturvedi Thota, Ph.D.
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APPOINTMENT/EMPLOYMENT

Assistant Professor of Marketing (tenure track), 2008 - present
University of San Francisco, School of Management, San Francisco, California

Assistant Professor of Marketing (tenure track), 2004 - 2008
James Madison University, College of Business, Harrisonburg, Virginia

Louisiana State University, Baton Rouge, Louisiana
Graduate Assistant – Teaching (Instructor) – 2001 - 2003
Research Assistant – 2000 - 2003

EDUCATION

Doctor of Philosopy (Ph.D.) in Business Administration, 2004
Louisiana State University, Baton Rouge, LA
Major: Marketing, Minor: Mass Communication

Master of Business Administration (M.B.A), 1997
FORE School of Management, New Delhi, India
Major: Marketing

Bachelor of Science (B.S.), 1994
Dayalbagh University, Agra, India
Major: Chemistry, Minor: Zoology

RESEARCH

Research Overview

My research interests are mainly in consumer behavior with particular emphasis on consumers' emotional and psychological responses to various issues such as pricing, consumer search and advertising effects. My conceptual research focuses on formulating and explaining theoretical frameworks to understand consumers' emotional and psychological responses to advertising. My work in this area has resulted in a publication each in the *Journal of Advertising, International Journal of Advertising* and *Academy of Marketing Studies, Journal.* A second area of my primary research interests focuses on modeling and investigating the dynamics of emotions over time, whether negative emotions linger on in consumers' memory, and the potential impact that such emotions have on consumer attitudes. My studies have generated new insights that negative emotional responses such as irritation are slow to decay from consumers' memory, and that such 'staying power' of this negative emotion adversely influences their perceptions even after a delay. I believe that my research holds potential for initiating and progressing this new stream of research in the domain of consumer behavior. My research in this area has been published in *Journal of Applied Business and Economics, Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior and* is under review at *Journal of Customer Behaviour.*

My secondary area of research lies in examining computational biases in behavioral decision-making. Specifically, I have investigated the psychological underpinnings of relative thinking – the tendency of consumers to consider relative savings, and not just absolute savings in their search for a deal. My research has identified and investigated factors such as cognitive load, affective-richness of the product, affective vs. cognitive priming, search on the Internet vs. store as boundary conditions that lead to a breakdown of the robust relative thinking phenomenon. This stream of research has resulted in a publication in the *Journal of Consumer Psychology* and two more manuscripts are in progress for submission to *Journal of Consumer Psychology* and *Journal of Retailing.*

My research has been cited in publications such as *Journal of Consumer Research, Journal of Consumer Psychology* and *Journal of Advertising.*

H index:

The h index expresses the journal's number of articles (*h*) that have received at least h citations[1]. It quantifies both journal scientific productivity and scientific impact and it is also applicable to scientists, countries, etc.

Publications and Forthcoming Articles

Thota, Sweta Chaturvedi, Ji Hee Song and Abhijit Biswas, "Is a Web Site Known by the Banner Ads it Hosts? Assessing Forward and Reciprocal Spillover Effects of Banner Ads and Host Web Sites". Forthcoming, *International Journal of Advertising.* (Accepted: April 25, 2012). H Index: 14.

- (Lead author – developed the paper idea, theoretical conceptualization, experiments, wrote most of the paper and addressed most of the changes during both revision rounds at IJA. Improvised and incorporated changes as the paper got rejected after one round or multiple revision rounds at *Psychology and Marketing,* two rounds at *Journal of Advertising,* one round of revision at *Journal of Interactive Marketing*).

Thota, Sweta Chaturvedi, "A Resolution Model of Consumer Irritation Consequences and Company Strategies: Social Networking and Strategy Implications", forthcoming, *Journal of Applied Business and Economics*. (Accepted May 24, 2012). (Sole author). H Index: 5.

Thota, Sweta Chaturvedi, Ji Hee Song and William Val Larsen (2010), "Do Animated Banner Ads Hurt Websites? The Moderating Roles of Website Loyalty and Need for Cognition," *Academy of Marketing Studies Journal*, Volume 14, Issue 1, 91-116. {Cites: 2}. H Index: 1

- (Lead author – developed the paper idea, theoretical conceptualization, experiments, wrote most of the paper and addressed most of the changes during revision).

Saini, Ritesh and **Sweta Chaturvedi Thota** (2010), "Relative Thinking in Price Comparisons: The Role of Affect, Processing-Style & Intuition" *Journal of Consumer Psychology, Volume* 20, 185-192. {Cited by 4}. H Index: 41.

- (Second author - Helped with theoretical conceptualization, developed the model and graphs).

[1] REFERENCES: Harzing, A. W. K., & van der Wal, R. (2009). A Google Scholar h-index for journals: An alternative metric to measure journal impact in economics and business. Journal of the American Society for Information Science and Technology, 60(1), 41–46.
Moussa, S., & Touzani, M. (2010). Ranking marketing journals using the Google Scholar-based hg-index. Journal of Informetrics, 4(1), 107–117.
Hirsch, J.E. (2005) An index to quantify an individual's scientific research output, *arXiv:physics/0508025* 5(29).

Thota, Sweta Chaturvedi and Abhijit Biswas (2009), "I Want to Buy the Advertised Product Only! An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross Promotion Context," *Journal of Advertising*, Volume 38, Number (1), Spring (123-136). {Cited by 2}. H Index: 40

- (Lead author – the paper is an offshoot from my dissertation. Thus, contributed toward most of the conceptualization, theory, constructs, experiments, analysis and write up).

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Thota, Sweta Chaturvedi and Newell D. Wright (2006), "Do Consumers Hold Grudges and Practice Avoidance Forever? A Markov Chain Model of The Decay of Grudgeholding and Avoidance Attitudes," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior,* Vol. 19, 89-102. {Cited by 2}. H Index: 9.

- (Lead author – wrote up most of the paper; devised the Markov Chain Model and the hypotheses and formulated most of the paper).

Research under review

Thota, Sweta Chaturvedi, **"**How Long Do We Stay Irritated? The 'Staying Power' of Irritation - A Markov Chain Model of Irritation Retention and Decay" submitted to *Marketing Theory* on November 8, 2011. Rejected on April 10, 2012. Revised manuscript is now under review at *Journal of Customer Behaviour*. (Sole author).

Larsen, William Val, Ruth Shelton and **Sweta Chaturvedi Thota** (2012), "Truth and Consequences: Moral Improvement Through Being Known and Accountable." Status: Paper submitted to *Marketing Intelligence and Planning* on March 14, 2012. (Third author: contributed toward theory and paper development).

Research in Progress (in order of readiness)

Thota, Sweta Chaturvedi, "Is there a better Price for this Good? Internet and Prevalence of Relative Thinking". Status: Data collection and analysis complete. Preparing manuscript for the *Journal of Retailing.* Expected submission date: December, 2012. (Sole author).

Ricardo Villareal, **Sweta Chaturvedi Thota,** and Shelley Blozis, "An Investigation of the Effect of Hijacked Advertising Messages on Attitudes," Status: two experiments completed, manuscript is

targeted for *Journal of Advertising.* Expected submission date: October 31, 2012. (Second author – have contributed toward theory and experiment development, formulation, data collection analysis; active participation).

Thota, Sweta Chaturvedi, "Relative Thinking on the Internet: The Moderating Effect of Affective and Cognitive Priming. Status: Three experiments completed, targeted for the *Journal of Retailing.* Expected submission date: December, 2012. (Sole author).

Thota, Sweta Chaturvedi and Val Larsen, "Does Sleeper Effect Hold in High Involvement Situations? The Moderating Roles of Involvement and Need for Cognition." Status: theoretical model developed and data collected, manuscript is targeted for *Journal of Consumer Psychology*. Expected submission date: March, 2013. (Lead author).

Conference Proceedings/ Presentations (p = presenter)

Thota, Sweta Chaturvedi, "Is There a Better Price for This Good? Internet and Prevalence of Relative Thinking", paper accepted for presentation at 2012 Academy of Marketing Science Annual Conference **(p)**.

Ricardo Villareal, **Sweta Chaturvedi Thota,** and Shelley Blozis (2010), "An Investigation of the Effect of Hijacked Advertising Messages on Brand Attitudes, DMEF Direct Interactive Marketing. **Invited paper.** Presented in San Francisco on October 9, 2010 **(p)**.

Saini, Ritesh and **Sweta Chaturvedi Thota** (2008), "Relative Thinking in Price Comparisons: The Role of Affect, Processing-Style & Intuition," *Association for Consumer Research,* (Ann L. McGill, and Sharon Shavitt, eds.), available at http://www.acrweb.org/acr/assets/program.pdf.

Saini, Ritesh and **Sweta Chaturvedi Thota** (2008), "Psychophysics of Search - The Role of Context & Individual Differences," Presented at *American Marketing Association Summer Educators Conference*, San Diego, California, (James Brown and Rajiv Dan eds.),available at http://www.marketingpower.com/Calendar/Documents/Program%20for%20Website%20-%20July%2021.pdf.

Agustin, Clara, **Sweta Chaturvedi Thota** and Prashant Yadav (2008), "Do Retailer Return Policies Really Matter on Consumer Choice, *INFORMS* available at http://www.marketscience2008.sauder.ubc.ca/files/programScheduleFinal.pdf

Prashant Yadav and **Sweta Chaturvedi Thota** (2006), “Designing Customer Return Policies to Optimize Overall Channel Profitability,” INFORMS 2006, Pittsburg, PA.

Thota, Sweta Chaturvedi and Newell D. Wright (2006), “Do Consumers Hold Grudges and Practice Avoidance Forever? A Markov Chain Model of The Decay of Grudgeholding and Avoidance Attitudes,” *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, eds. Stephen A. Goodwin.*

Thota, Sweta Chaturvedi, “How Do Consumers Evaluate Line Extensions? The Importance of Consumer Attitudes in Line Extension Success,” presentation at *2006 AMA Winter Educators Conference,* eds. Jean Johnson and John Hulland, Vol. 17, pp. 202-203 **(p)**.

Thota, Sweta Chaturvedi, “Multimarket Contact and the Moderating Role of Dominant Local Players: A Conceptual Overview,” *2005 AMA Winter Educators Conference,* eds. Kathleen Seiders and Glen B. Voss, pp. 103-104 **(p)**.

Biswas, Abhijit and **Sweta Chaturvedi Thota** (2003), “The Effect of Irrelevant Information on Consumer Irritation and Attitudes: The Moderating Role of Need to Evaluate,” *2003 Advances in Consumer Research, Annual Conference*: Volume 31 **(p)**.

Chaturvedi, Sweta, “Towards an Integrated Framework for Determining the Success of Line Extensions,” presentation at *2003 AMA Winter Educators Conference,* eds. Geraldine R. Henderson and Marian Chapman Moore, pp. 289-290 **(p)**.

Chaturvedi, Sweta, “Resistance to Persuasion: Modeling the Impact of Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals,” *Society for Marketing Advances 2002 Conference,* Eds. Beverly T. Venable, pp. 142-145*.* This paper earned the **Best Student Paper Award** in Consumer Behavior Track **(p)**.

Chaturvedi, Sweta, “Multimarket Contact: Identification of Moderating Factors that Reduce Mutual Forbearance,” *Society for Marketing Advances 2002 Conference*, eds. Beverly T. Venable, pp. 252-253 **(p)**.

Reynolds, Kristy, **Sweta Chaturvedi** and Jamye Foster, "Product Knowledge, Involvement, and Shopping Enjoyment: Effects on In-Store Perceptions and Behavioral Intentions," *Society for Marketing Advances 2002 Conference* **(p)**.

Research Grants and Awards

- Recipient of 2010 Outstanding Research Award in the School of Business and Professional Studies.
- Recipient of competitive summer research grant of $10,500 by Faculty Development Committee of the School of Management, USF for Summer 2012.
- Recipient of summer research grant of $16000 by USF during Summer 2011.
- Recipient of summer research grant of $16000 by USF during Summer 2010.
- Recipient of summer research grant of $16000 by USF during Summer 2009.
- Recipient of a competitive Faculty Research Grant by College of Business Research/Grants/Awards Committee, Summer 2005.
- Recipient of a competitive Faculty Research Grant by College of Business Research/Grants/Awards Committee, Summer 2007.
- Recipient of Best Student Paper Award for single-authored paper in Consumer Behavior Track at the *Society for Marketing Advances 2002 Conference* for "Resistance to Persuasion: Modeling the Impact of Counterattitudinal Information on the Current and the Subsequent Attitudes of Individuals."
- Selected and participated for in the School of Management Writing Retreat in October 2011.
- Selected and participated for in the School of Management Writing Retreat in October 2011.
- 2003 *Society of Marketing Advances (SMA)* Doctoral Consortium Fellow.

EDITORIAL / PROFESSIONAL ACHIEVEMENT AND ACTIVITIES (SINCE 2003)

- **Chair,** Brand and Product Management Track, Society for Marketing Advances, 2012.
- **Chair,** Ethnic Marketing Track, 2012 Academy of Marketing Science Annual Conference.

- **Reviewer,** Winter American Marketing Association 2011: Consumer Behavior and Brand Communication tracks and reviewed 4 papers.

- **Session chair and presenter** at the 2010 DMEF Conference.
- **Reviewer,** Journal of Asia Business Studies, September 2010: Invited by the editor of the journal – Roger Chen.

- **Reviewer,** *Society for Marketing Advances* (SMA 2005) Doctoral Dissertation Competition. Chair, Dr. Theresa B. Flaherty.

- **Reviewer,** *Society for Marketing Advances* (SMA 2006) Integrated Marketing Communications Track. Chair, Dr. Judith Anne Garretson-Folse.
- **Reviewer, 2006 *Levy and Weitz Retailing Doctoral Dissertation Competition***, sponsored by AMA Retailing SIG and the Miller Center for Retailing Education and Research at the University of Florida. Chair, Dr. Kathleen Seiders.
- **Reviewer**, *2003 Academy of Marketing Science Annual Conference.*
- **Session Chair and Discussion Leader**, Consumer Behavior Track, *2003 Academy of Marketing Science Annual Conference*.
- **Reviewer,** 2003 *Society for Marketing Advances Conference.*
- ***JMU Marketing Program Research Symposium Series*** – Initiated and presented my research twice to JMU Marketing Faculty to enhance the research culture within the marketing program.

<u>Ad-hoc Reviewer for Conferences and Journals</u>

- Academy of Marketing Science Conference
- Society for Marketing Advances Conference
- Levy and Weitz Retailing Doctoral Dissertation Competition
- *Ad hoc Reviewer for International Journal of Advertising*
- Reviewer for Winter American Marketing Association 2011.
- Ad hoc reviewer for Journal of Asia Business Studies.

TEACHING

Teaching Overview

Having the privilege and opportunity to become involved in the educational process is one of the most exciting facets of being an academic. I have been teaching on a full-time basis to college students since 2001 and I have accumulated invaluable teaching experience.

I have been teaching Marketing Management and Consumer Behavior at University of San Francisco since spring 2009. I have taught Buyer Behavior, Database Marketing and Principles of Marketing at James Madison University and Louisiana State University.

Based on student evaluations, self-assessment, reflection on my teaching performance and preparation over the years, and comments made by various visitors to my classes, I believe that I am a reasonably effective teacher – and probably my own harshest critic. Students have indicated that I am effective at grabbing and keeping their interest, and they seem to value many of the assignment opportunities I provide them. These evaluations signal not that my teaching is perfect but that the students perceive that I am committed to their learning and am able to enhance their knowledge in meaningful ways.

I realized that one shortcoming of my teaching at USF is the few courses at the undergraduate level in which I got an opportunity to teach. To overcoming this shortcoming, I will teach Marketing Research in Fall 2012. In addition, I have been a very active member of our department in devising a new curriculum at the undergraduate and at the MBA level. I have developed a new course: “Behavioral Pricing” at both undergraduate and at the MBA level. I will offer the new course to MBA students in Spring 2013. I constantly seek students' feedback through various vehicles, including informal conversations, office hours, students' letters, and formal evaluation forms, so that I can continue to be an effective teacher for the School.

CURRICULUM DEVELOPMENT, ASSESSMENTS AND ASSUARANCE OF LEARNING

1. **Liaison and course champion for Marketing:**
    - *Liaison: Assurance of Learning for Marketing Department*: Responsible for coordinating efforts for updating course descriptions and standardizing syllabus and content across multiple sections, providing course-related input to Faculty Director of Assessment –

Sonja Poole and Associate Dean on Assurance of Learning and assist assessment efforts, and guiding adjunct faculty who taught this course. A letter of support from Faculty Director of Assessment that testifies my efforts can be found in this binder.

- *Conducted, collected and analyzed assessment data for Marketing – BUS 302*: I identified learning goals for the course and identified questions that tap each of these learning goals. Assessment data reported the percentage of students who correctly scored on each of these questions shedding light on the extent to which the learning goals were met across different sections of BUS 302. .

2. **Invited: Member, Multicultural Marketing Team, Fall 2009**:
    - Developed a Multicultural Marketing (MCM) Emphasis/ Certificate Program within the Marketing Major. As a member of the MCM taskforce initiated by Dean Duffy, we devised the description, goals and curriculum map for the MCM emphasis. I was instrumental in developing the 20-unit curriculum flowchart – an area where there was a lack of clarity and transparency. This taskforce laid out the learning goals for the course and suggested how these goals would be tapped through the courses taught. Another significant contribution was the proposal and development of two new courses – BUS 362 (Multicultural Marketing) and BUS 368 (Marketing Implications of Cultural and Ethnic Identity).

3. **Represented MCM and Marketing Major for McLaren FARE 2009, 2010, 2011, 2012** –
    - The advising event held each semester to help students plan their course schedules prior to registration week. Students greatly benefit from this chance to sit with their faculty before determining their schedules. The FARE it is a wonderful opportunity for both students and faculty to meet and chat while enriching and solidifying their relationship with McLaren College of Business.

4. **Review and Revision of Undergraduate and MBA Curricula Fall 2011 and Spring 2012:**
    - Offered courses in Behavioral Pricing at the undergraduate and MBA level. These courses were unanimously approved by the UPC. I attended meetings related to this endeavor while on sabbatical.

5. **Member, MBA Marketing Curriculum Review Team, January-May 2012:** Recommended adding new marketing courses, suggested modification and renaming of existing courses.

Proposed to offer a new 'Behavioral Pricing' course. This course was unanimously approved by the UPC.

6. **Member, Undergraduate Marketing Curriculum Review Team, January-May 2012: Worked with the Marketing and Law Department** and recommended adding new marketing courses, suggested modification and renaming of existing courses. Proposed and offering new 'Pricing and Behavioral Economics' courses at the undergraduate level and MBA level.

7. **Member, Revising the MBA Marketing electives, January-March 2011: Worked with the Marketing, Globalization and Strategy Department** and developed a new proposal to revise the MBA Marketing electives. This proposal entailed (a) proposal of a new course – Marketing Analytics; (b) rename four two-unit courses to become the new IMC (Integrated Marketing Communication) Series, (c) move the 2-unit High Tech marketing to Consumer Behavior Course. These proposals were approved by GPC.

8. **Advisor: Marketing Undergraduate Students**: Active role in student counseling and advising at the school and department level to effectively direct course roadmap for students.

9. **Student recommendation letters** – I have written numerous letters of recommendation for my students to enhance their applications for jobs and for a variety of positions that are sought after completion of a business undergraduate program.

SERVICE

UNIVERSITY

1. **Promoter, USF MBA program at the World MBA Fair August 2009, New Delhi, India** to increase MBA recruitment from India.
2. **Initiator, Dual Degree MBA Program with Institute of Management Technology, Ghaziabad, India**. In this proposal + 1 MBA program, students could undergo their first year at IMT (completing 28 units) and come to USF for the second year, finishing the remaining 28 units here. USF's offer was an MBA degree will be awarded to the students in the process.

SCHOOL OF MANAGEMENT

1. **Invited: Chair of Outstanding Research Awards Committee, 2010 and 2011**: We recommended the award nominees for Assistant, Associate and Full Professor categories and submitted our recommendations to the Dean.

2. **Invited: Adjuncts Hiring Liaison by Department Chair Roger Chen, Fall 2010:** Identified and hired adjunct faculty for the Department of Marketing, Globalization and Strategy. Worked with the Department Chair, Roger Chen and Academic Planning & Resources Manager, Laura Camara to accomplish this important task.

3. **Assessment Liaison** for Marketing Major**.** I was instrumental in leading, organizing and construction initial documents that finally led to official confirmation of the re-accreditation of the School of Management with AACSB in Spring 2012.

    - I made an 'Assessment Reports' for the academic years 2008-2009, 22009-2010 and 010-201. These reports contain the AOL plan, identification of assessment instruments, and collecting student performance data on the identified assessment instruments. The AOL plan outlines the plan for Marketing majors in terms of goals, how these goals are covered through various courses and during the different years in the program etc. I set up assessment of marketing major in Spring 2011.

4. **Member, Faculty Development Committee** (FDC), 2008-2009, 2009-2010 and 2010-2011.
    - Identified initiatives that helped address some of the pressing issues faculty face such as the need to attain a certain level of AQ status for accreditation.
    - As a member of FDC, one of our core roles was to review faculty's applications for research and development. Streamlined Faculty Development Committee's call for applications. Papers were invited each year to be considered for research grants from faculty members, applications were reviewed and recommendations submitted to the Dean for grant awards, and conduct research seminar series.
        - In the year 2009-2010, $332,500 was awarded to support the research and development activities of 31 faculty members who were deemed worthy of receiving supports based on their track records and future plans.
        - In the year 2008-2009, we reviewed 23 applications at the Full and Associate Professor levels and evaluated each applicant's research credentials that contained documents, working papers, communications with journals).

5. **Organizer, Research Seminar Series for BPS, Fall 2009, Spring 2010, Fall 2010**

    - Invited faculty and colleagues at and outside of USF to present at our Research Colloquium. These seminars foster a research culture and enable faculty members to exchange and share research ideas at USF. Through this endeavor, there were 14 research presentations by faculty in Fall 2009 and 13 in Spring 2010 and 5 in Fall 2010.

6. **Invited: New Marketing Faculty Search Committee for the Department of Organizations, Leadership & Society, Fall 2010** by Richard W. Stackman (Associate Professor and Chair, Department of Organizations, Leadership & Society) and Barry Doyle (Associate Dean).
    - We were charged with identifying candidates and hiring two talented faculty for the Department of Organizations, Leadership, & Society. As part of the committee, I attended the research presentations, met with all the candidates, and conducted reference checks for Rebekah Dibble. We proposed hiring of the three top candidates of our choice on October 11, 2010. All candidates joined USF.

7. **Invited: Member, New Marketing Faculty Search Committee for the Hospitality Program, Fall 2009**. We were charged with the identification and hiring of suitable faculty for the Hospitality Department at the School of Business and Professional Studies. Our committee was responsible for identifying candidates and hiring talented faculty for this department. I also contributed by pulling out the rankings of the Hospitality and Tourism journals and helped evaluate the research candidacy of the interview candidates. I conducted the reference checks for Sun-Young Park. We hired Sun Young Park and Michelle Millar as Assistant Professors.

8. **Invited: Member of the New Marketing Faculty Search Committee for the Marketing Department, Fall 2008**. Responsible for identification and hiring of suitable faculty for the Marketing Department at the School of Business and Professional Studies. Conducted reference checks for Ricardo Villarreal. Hired Ricardo Villarreal as an Assistant Professor.

9. **Active Reviewer for New Faculty Search Committee, Tech Faculty, Fall 2008.** Reviewed, evaluated and provided detailed feedback on the following candidates for the search committee chair – Professor JP Allen: Ryan Wright from Washington State University, Vijay Mehrotra from San Francisco State University and Yeliz Eseryel from Syracus University. Professors Ryan Wright and Vijay Mehrotra were hired as tenure track faculty.

Comment [UU1]: Provide detailed letter on Eseryel

10. Exploration and Initiation Efforts of a subject pool

- To enhance a culture of data collection for research purposes. In this effort, I invited John Banasavich from CIT to demonstrate to our faculty the usage of the online tool – Survey Monkey to conduct and analyze research on April 13, 2010.
- In addition I met with Shirley McGuire, Professor of Psychology at USF to learn more about setting up a subject pool. We decided to conduct a survey on how enthusiastic the faculty would be if a subject pool were set up - before we invited Professor McGuire.
- Unfortunately, the result of a faculty survey conducted by me to explore faculty response to setting up of a subject pool was not very positive. The results show that a third of the faculty is neutral toward the idea of a subject pool, and about one third faculty disagreed with the initiation of a subject pool. Only one third of the faculty appeared favorable toward the idea. So, given this response, I was advised by Nicholas Tay – the Chair of FDC, to postpone/abandon the idea of a subject pool.

11. **Member, UPC – 2011 to present.**

- Approved the Bachelor of Science in Management (BSM)
- Sponsored skunkworks sessions to discuss a proposed change to the undergraduate degree completion program for working adults.
- Approved proposed courses by Marketing and Law Department: Marketing Data Analysis, Distribution and Channel Management, Integrated Marketing Communications, Promotion, Advertising, and Public Relations, Behavioral Pricing, Brand Strategy Management.

12. **Member, Admissions and Recruiting Objective Team, Fall 2009:**

- Formulated Undergraduate and Graduate admissions and recruiting organizational chart and suggested recommendations for admissions processing and recruiting for the undergraduate and graduate students.
- Identified key issues surrounding the integration of incumbent processes from legacy CPS and SOBAM related to targeting, recruiting, and admitting new undergraduate and graduate students into the School of Business and Professional Studies.
- Key areas of focus: determine the proper service model for admissions and recruiting, and communicate any changes to these processes to the students.

13. **Participant and Guest - SOM Live! Show** on August 20. This show welcomes the next year's entering class, builds the foundation for a learning community and a sense of belonging.

14. **Search and validation on Pillai's Institute, India:** Conducted a search and validation for Associate Dean of Corporate and International Programs at USF, Carlos Baradello in January 2010 on whether Pillai's Institute is "connected" to the federation of colleges and universities of University of Mumbai. My search led to the validation result that their institutes and Management colleges are legitimate in India and Carlos Baradello's partnership with them would be a legitimate one.

SERVICE TO THE MARKETING DEPARTMENT

1. **Assessment Liaison**, **Marketing Major – 2009-2010 and 2010-2011:** I made an 'Assessment Report', containing the AOL plan, identification of assessment instruments, and collecting student performance data on the identified assessment instruments. The AOL plan outlined the plan for Marketing majors in terms of goals, how these goals are covered through various courses and during the different years in the program etc. I assessed two Marketing major sections in Fall 2009 and reported their performance.

2. **Invited: Member, Multicultural Marketing Team, Fall 2009:** Developed a Multicultural Marketing (MCM) major/ Certificate Program within the Marketing Major. We identified key issues surrounding the integration of incumbent processes from legacy CPS and SOBAM related to targeting, recruiting, and admitting new undergraduate and graduate students into the School of Business and Professional Studies and attract students in this concentration. Also, the key areas of focus for our team included determining the proper service model for admissions and recruiting, and communicating any changes to these processes to the MCM students.

3. **Assessor.** Assessment on Ethics: provided support for AOL in the school for BSBA. Provided an analysis of each individual student's score on ethics questions in the core and elective Marketing courses (Marketing Management and Consumer Behavior) – the degree to which each individual student (by ID) scored – correct, incorrect on each of the ethics questions.

4. **Represented MCM and Marketing Major for McLaren FARE 2009, 2010, 2011, 2012** - the advising event held each semester to help students plan their course schedules prior to registration week. Students greatly benefit from this chance to sit with their faculty before determining their schedules. The FARE it is a wonderful opportunity for both students and faculty to meet and chat while enriching and solidifying their relationship with McLaren College of Business.

5. **Invited member by department head Roger Chen as Representative, Marketing Department, Undergraduate "Introduction to Your College" on August 23, 2010**. My role was to make Marketing courses in the School of Management appealing to new traditional student population. Met undergraduate students after the event.

SERVICE AT JAMES MADISION UNIVERSITY

Member, College of Business Diversity Committee, Fall 2006 – present

- Marketing Officer for the Committee's *Cybercity Summer Camp*, initiated and designed to attract diversity high school students to choose MIS and Computer Science as majors at JMU.
- Set objectives for the Diversity Council.
- Devised and implemented strategies to increase diversity in the College of Business.
- Serving as a mentor for a Diversity Centennial Scholar in the College of Business and responsible for identification of student's needs and offering solutions for her academic success.

Member, New Faculty Search Committee, Fall 2006

- Actively contributed in the search and recruitment of a new faculty member, Dr. Mert Tokmann from the University of Alabama Tuscaloosa, for the Department of Marketing.
- Responsibilities included drafting a recruitment letter, placement of an ad of the job position, reviewing resumes that were received, conducting interviews at AMA in August 2006, short listing candidates for interviews at JMU, and making a final hiring recommendation to the Dean.

Member, Marketing Department Head Search Committee, Fall 2005

- Actively contributed in the search and recruitment of Marketing Department head. The committee developed criteria and evaluated various candidates for the position of department head. The search concluded successfully with Dr. Irvine Clarke's recruitment as the department head starting Spring 2006.

Assurance of Learning Committee, Fall 2005 – Spring 2007

- Currently leading the Buyer Behavior sub-committee and developed program objectives and assessment items.

Other Contributions

- Member, Curriculum Committee, Fall 2005 – present
- Member, Departmental GPA Assessment Committee, Spring 2007
- Member, Promotion and Tenure Review Committee, 2004-2005
- In-Charge, Student Subject Pool Organizer for the Department of Marketing, Fall 2006.
- MKTG 385 Assessment Rubric – Successfully completed the MKTG 385 Assessment rubric for the academic years 2004-2005 and 2005-2006 and 2006-2007. Qualitative assignments in Buyer Behavior are evaluated according to the criteria laid out by Assessment Rubric for AACSB purposes.
- Independent Study Advisor – Served as the advisor and instructor for an Independent Study project for Will Waite. The project was devised to let the student gain insight into questionnaire formation, data collection, and entry and analysis and project write-up.
- Served as a Reader on Honor's thesis of graduating students in Spring 2005 and Spring 2006.

INDUSTRY EXPERIENCE

ICICI Bank, New Delhi, India

Assistant Manager, 1999-2000

- Led bank operations at the branch.
- Managed service quality of newly introduced services at the regional level and coordinated with heads of the individual branch locations in northern India.
- Evaluated marketing strategy to launch new services and analyzed feedback at the regional level to understand customer satisfaction, quality monitoring, and the brand image of the service.

Herald Publications Private Limited, Bombay, India

Business Manager, 1998-1999

- Positioned the daily as the most widely read in the region.
- Developed and implemented marketing strategy to increase visibility and sales of the newspaper.
- Helped sales achieve their advertising targets.
- Developed strategy to improve the brand image of the daily with existing and potential customers.

Real Value Marketing Services Private Limited, New Delhi, India

Assistant Manager, 1997-1998

- Coordinated and planned the activities of the sales executives.
- Forecasted and achieved sales targets.
- Developed and implemented strategies to improve distribution and reach of the product.
- Implemented corporate sales strategies and goals.