

CURRICULUM VITAE

SUBIR K. BANDYOPADHYAY
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EDUCATION

Doctoral	University of Cincinnati, Marketing, 1994
Masters	Indian Institute of Management Calcutta, Business Administration, 1986
Masters	Bharatiya Vidya Bhavan, India, Sales and Marketing Management, 1982
Bachelors	Jadavpur University, India, Mechanical Engineering, 1980
PG Certificate	Indiana University, Distance Education, 2009
PG Certificate	University of Cincinnati, Social Media for Business, 2011

ACADEMIC POSITIONS

July 2005 -	Professor of Marketing, School of Business & Economics, Indiana University Northwest
Aug 2015 – Dec 2015	Senior Fulbright Scholar, Institute of Management Technology, India
Aug 2001 – June 2005	Associate Professor of Marketing, School of Business & Economics, Indiana University Northwest
July 1998 – June 2001	Visiting Professor, University of Ottawa
Aug 1992 – June 1998	Assistant Professor, Faculty of Management, McGill University
July 1990 - July 1992	Research Fellow and Graduate Teaching Assistant, College of Business Administration, University of Cincinnati
Aug 1987- June 1990	Ponder Fellow and Graduate Research Assistant, College of Business Administration, University of Iowa

AWARDS AND HONORS

2021	FACET Mack Fellow Travel Grant, Indiana University
2019	CISTL Scholarship of Teaching & Learning Award, Indiana University Northwest
2018	Paul Harris Fellow, The Rotary Foundation of Rotary International
2017	Diversity Fellow, Indiana University Northwest
2017	Distinguished Service Award, Indiana University Northwest
2017	Keynote Speaker, The National Society of Leadership and Success, IU Northwest Chapter

2017 Mosaic Faculty Fellow, Indiana University

2016 CISTL Fellow, Indiana University Northwest

2016 Bender FACET Fellow, Indiana University

2016 CISTL Innovator Award, Indiana University Northwest

2016 Nominated for the Brian Douglas Hiltunen Faculty Award for Outstanding Contribution to the Scholarship for Engagement, Indiana Campus Compact

2015 Fulbright Fellowship, Bureau of Educational and Cultural Affairs, Department of State, US Government

2015 Frederick Bachman Lieber Memorial Award for teaching excellence, Indiana University

2014 Business Advocate of the Year Award, NWI Small Business Development Council

2014 Diversity Champion Award, Office of Diversity Programming, IUN

2013 Trustee Teaching Award, Indiana University Northwest

2012 EVCAA Award for Distinguished Scholarship/Creative Activity, IUN

2012 Mercantile/Harris Bank “Outstanding Teacher” Award, School of Business & Economics, Indiana University Northwest

2012 New Frontiers Exploratory Travel Fellowship, Indiana University

2012 Diversity Advocate Award, Office of Diversity Programming, IUN

2012 Finalist, Founder’s Day Teaching Award, Indiana University Northwest

2011 Bender FACET Fellow, Indiana University

2011 Trustee Teaching Award, Indiana University Northwest

2011 Finalist, Founder’s Day Teaching Award, Indiana University Northwest

2010 Mack Fellow, Indiana University

2010 Finalist, Founder’s Day Teaching Award, Indiana University Northwest

2009 Trustee Teaching Award, Indiana University Northwest

2008 Mercantile/Harris Bank “Outstanding Teacher” Award, School of Business & Economics, Indiana University Northwest

2008 Member, Faculty Colloquium on Excellence in Teaching (FACET), Indiana University

2007 New Frontiers Exploratory Travel Fellowship, Indiana University

2007 International Exchange Scholar, Indiana University, NIDA, Bangkok, July-August, 2007

2007 Mercantile/Harris Bank “Outstanding Researcher” Award, School of Business & Economics, Indiana University Northwest

2006 Inducted into the Beta Gamma Sigma Honor Society

2006 Trustee Teaching Award, Indiana University Northwest

2006 Nominated for the Brian Douglas Hiltunen Faculty Award for Outstanding Contribution to the Scholarship for Engagement, Indiana Campus Compact

2005 Mercantile Bank “Outstanding Researcher” Award, School of Business & Economics, Indiana University Northwest

2003 Mercantile Bank “Outstanding Researcher” Award, School of Business & Economics, Indiana University Northwest

2003 Senior Director, Indiana Academy of Social Sciences

2002 Full Member, Indiana University Graduate School

2001 Indiana University Technology Assessment Grant Recipient

1999 Honorary Professorship awarded by the Marketing Research Center of Renmin University, China

1999 Citibank- Cornell University Multi-media Fellowship

1997 Royal Bank Teaching Innovation Award

1996 Distinguished Teacher Award for undergraduate programs at the Faculty of Management, McGill University

1995 Honorary Distinguished Visiting Professorship awarded by the Xi'an Statistical Institute at Xi'an, China

1995 BEST PAPER AWARD at the 5th International Conference on Marketing and Development in Beijing

1991 AMA Doctoral Consortium Fellow, University of Southern California

1990-91 Fellowship, The Center of Integrated Research Systems, University of Cincinnati

1987-89 "Ponder Fellowship", The University of Iowa

1975-80 Merit Scholarship, Jadavpur University

1975 National Scholarship, The Government of India

RESEARCH INTERESTS

Retailing Strategy – I have worked in this area since my dissertation. I use econometric, time series and game theoretic models to understand the dynamics of such important retailing phenomena as cross-category

competition, optimal merchandising strategy and manufacturer-retailer cooperation strategy. I am also interested in understanding how consumer beliefs, attitudes and perceptions about products and services influence their purchase behavior and how this knowledge can be used to formulate effective retailing strategies involving pricing, advertising and merchandising decisions.

International Marketing – My research in international marketing mainly focuses on consumers in different cultures. I have undertaken a major collaborative research agenda in several Asian countries to identify the critical dimensions of quality for a select group of products and services, and examine the relative role of these dimensions in influencing consumer product choice and satisfaction judgements.

Digital and Social Media Marketing - My research in online marketing mainly concentrates on the strategic marketing issues relevant to companies competing in the digital world. For example, I have published a paper that critically reviews the pricing strategies adopted in online business models. In two recent papers, I have compared and contrasted all major online auction and online affiliate models. Recently I have co-edited a book titled, *Contemporary Issues in Social Media Marketing*.

Brand Management – My research on brand management is quite varied. For example, I have published articles comparing brand management and category management strategies. I have edited a book on e-Branding. I also published a paper that outlines the challenges of eBranding and identifies the key success requirements of eBranding. In addition, I have investigated the relationship between attitudinal loyalty and behavioral loyalty for a set of popular brands.

Scholarship of Teaching and Learning – In the last 5 years, I have been engaged in a number of research projects to develop innovative and effective measures to assess students' skills in critical thinking, diversity awareness, and functional areas in business such as marketing, accounting, finance, human resources etc.

PUBLICATIONS

Refereed Journals

“An Integrated Framework of WeChat m-payment based Smart Retail Customer Experience: The Moderating Role of Customer Loyalty and Customer Lifetime Value,” (Yinglu Sun, Wei Xue, Subir Bandyopadhyay, and Dong Cheng), *Information Technology and Management* (2021), [WeChat mobile-payment-based smart retail customer experience: an integrated framework | SpringerLink](#).

“Profitable Retail Customer Identification Based on a Combined Prediction Strategy of Customer Lifetime Value” (Wei Xue, Yinglu Sun, Subir Bandyopadhyay, Dong Cheng), *Midwest Social Sciences Journal*, Vol 24 (2021), Issues 1, Article 3.

“A critical evaluation of online retail business in North America and India” (Subir Bandyopadhyay, Harvinder Singh, and Andrew Fry), *The Journal of International Business Research and Practice*, 14 (2020), 23-36.

“Measuring Customer Equity in Noncontractual Settings Using a Diffusion Model: An Empirical Study of Mobile Payments” (Wei Xue, Yinglu Sun, Subir Bandyopadhyay, Dong Cheng), *Journal of Theoretical and Applied Electronic Commerce Research*, 16 (2020), 409-431.

“Are Level of Preparation and Lecture Attendance Related in the Role of Influencing Students' Academic Performance?” (Tin-Chun Lin and Subir Bandyopadhyay), *Economics Bulletin*, 39 (2019), 3, pp. 2040-2051.

“Determinants of Brand Loyalty in Inflationary Times” (Orose Leelakulthanit and Subir Bandyopadhyay), *Journal of International Finance and Economics*, 19 (1), 2019, 45-52.

- “Thinking Critically About Critical Thinking: Assessing Critical Thinking of Business Students Using Multiple Measures” (Subir Bandyopadhyay and Jana Szostek), *Journal of Education for Business*, 94:4, 259-270, 2018, DOI: 10.1080/08832323.2018.1524355
- “Advancing Communities of Practice: A Collaborative Project between Local Universities, Funding Agencies and Nonprofits to Develop a Senior Subsidized Transportation Plan” (Atta Ceesay, Subir Bandyopadhyay, and Ellen Szarleta), *Journal of the Indiana Academy of Social Sciences*, 21 (2018), 39-63.
- “How a Cost-Effective Social Media Plan can make a Difference for Small Business,” *Journal of the Indiana Academy of Social Sciences*, 16 (2016), 1-12.
- “Investigating Quality Perceptions of International Services by Chinese Consumers,” *Thunderbird International Business Review*, 58, 3 (2016), 251-260.
- “A Case Study of Teaching Integrated Marketing Communication Using an Innovative Group Internship Project,” *International Journal for Innovation Education and Research*, vol. 3-2 (2015), pp 154-160.
- “Ethnicity Matters: The Experiences of Minority Groups in Public Health Programs,” (Manoj Pardasani and Subir Bandyopadhyay), *Journal of Cultural Diversity*, 21, 3 (2014), 90-98.
- “Survival of the Fittest: Developing a Cost-Effective Branding Strategy for Nonprofit Organization to Survive and Thrive in a Competitive Environment” (Subir Bandyopadhyay and Charles Dayton), *South Shore Journal*, 5 (2013), 183-202. Available at: <http://www.southshorejournal.org/index.php/issues/volume-5-2013>
- “How Academic Libraries can Leverage Social networking to Popularize their Services: An Empirical Study,” (Latrice Booker and Subir Bandyopadhyay), *Journal of the Indiana Academy of the Social Sciences*, 16, 2: Fall-Winter (2013), 129-146.
- “Factors Driving Computer Referrals and Usage: An Empirical Study in Banking Sector,” (Orose Leelakulthanit, Ranjan Kini, and Subir Bandyopadhyay), *International Journal of Computer and Information Technology*, 2. 2 (2013), 297-302.
- "Developing and Validating AFFINITY: A New Scale to Measure Consumer Affinity towards Foreign Countries," (Nittaya Wongtoda, Gillian Rice, and Subir Bandyopadhyay), *Journal of International Consumer Marketing*, 24 (2012), 147-167.
- “The Profit Benefits of Bundle Pricing of Complementary Products,” (Ruiliang Yan and Subir Bandyopadhyay), *Journal of Retailing and Consumer Services*, 18 (2011), 355-361.
- “Do Quality Perceptions of Health and Social Services Vary for Different Ethnic Groups? An Empirical Investigation,” (Subir Bandyopadhyay and Manoj Pardasani), *International Journal of Nonprofit and Voluntary Sector Marketing*, 16 (2011), 99-114.
- “Measuring the Impact of Inter-attitudinal Conflict on Consumer Evaluation of Foreign Products” (Subir Bandyopadhyay, Nittaya Wongtoda, and Gillian Rice), *Journal of Consumer Marketing*, 28, 3 (2011), 211-224.
- “Testing, 1... 2....” (Subir Bandyopadhyay and Anna Rominger), *BizEd*, 9, 2, March/April (2010), 34-38.
- "A Dynamic Model of Cross-Category Competition: Theory, Tests and Applications", *Journal of Retailing*, 85, 4 (2009), 468-479.

“Developing a Framework to Improve Retail Category Management through Category Captain Arrangements” (Subir Bandyopadhyay, Anna Rominger and Savitri Basaviah), *Journal of Retailing and Consumer Services*, 16 (2009), 315-319.

“A Critical Review of Online Affiliate Models” (Subir Bandyopadhyay, Julie Wolfe, and Ranjan Kini), *Journal of Academy of Business and Economics*, 9, 4 (2009), 141-148.

“Does Attitudinal Loyalty Influence Behavioral Loyalty? A Theoretical and Empirical Study” (Subir Bandyopadhyay and Mike Martell), *Journal of Retailing and Consumer Services*, 14 (2007), 35-44.

“Adoption and Diffusion of M-Commerce” (Ranjan Kini and Subir Bandyopadhyay) in *Encyclopedia of Mobile Computing and Commerce*, Vol. 1, David Taniar (ed.), Idea Group Inc.: Hershey, PA, 32-37, 2007.

“The Missing Piece in the Puzzle: How Retail Atmospherics Can Improve Merchandise and Store Promotions”, *Journal of Academy of Business and Economics*, 6, 2 (2006), 208-219.

“Investigating the Factors Influencing Consumer Eating-Out Habits” (Subir Bandyopadhyay and Vijayan Pillai), *Journal of Academy of Business and Economics*, 6, 2 (2006), 54-64.

“How to Deal with Member Drop-outs? Developing an Effective Retention Strategy for the Fitness Services Industry” (Subir Bandyopadhyay and Kumar Banerjee), *Review of Business Research*, 5, 4 (2005), 177-185.

“Managing E-Brands Successfully: Managers May Draw from Traditional Brand Management Experience But it May Not be Enough”, *Business Vision*, 1, 3 (Oct-Dec) 2005, 19-27.

“Does Brand Loyalty Influence Double Jeopardy? A Theoretical and Empirical Study” (Subir Bandyopadhyay, Kunal Gupta and Laurette Dube), *Journal of Product and Brand Management*, 14/7 (2005), 414-423.

“Key Success Requirements for Online Brand Management” (Subir Bandyopadhyay and Rose Serjak) in *Contemporary Research in Marketing*, Vol. 2, Sandeep Krishnamurthy (ed), Idea Group Inc: Hershey, PA, 2 (2005), 146-166.

“A Critical Review of Online Auction Models” (Subir Bandyopadhyay and Julie Wolfe), *Journal of Academy of Business and Economics*, 3, 1 (2004), 225-230.

“Comparing Double Jeopardy Effects at the Behavioral and Attitudinal Levels” (Subir Bandyopadhyay and Kunal Gupta), *Journal of Product and Brand Management*, 13, 3 (2004), 180-191.

“Advertising Competition Under Consumer Inertia” (Bibek Banerjee and Subir Bandyopadhyay), *Marketing Science*, 22, 1 (2003), 131-144.

“A Country of Origin Analysis of Foreign Products by Indian Consumers” (Subir Bandyopadhyay and Bibek Banerjee), *Journal of International Consumer Marketing*, 15, 2 (2002), 85-109.

“Under the Gavel: We Are Just Beginning to Understand the Power of Online Auctions” (Subir Bandyopadhyay, Guangbo Lin and Yan Zhong), *Marketing Management*, 10, 4 (2001), 24-28.

“A Critical Review of Pricing Strategies for Online Business Models” (Subir Bandyopadhyay, Guangbo Lin and Yan Zhong), *Quarterly Journal of Electronic Commerce*, 2, 1 (2001), 1-23.

“Is Television Advertising Good for Children? Areas of Concern and Policy Implications” (Subir Bandyopadhyay, Gurprit Kindra and Lavinia Sharp), *International Journal of Advertising*, 20, 1 (2001), 89-116.

"e-Trading: Key Challenges for Developing a Win-Win Marketing Strategy for Customers and Brokers" (Subir Bandyopadhyay and Julie Westall), *Quarterly Journal of Electronic Commerce*, 1, 3 (2000), 229-244.

"Targeting the New Chinese Woman? Marketing Implications for Multinational Corporations" (Subir Bandyopadhyay and Rina Taraseiskey-King), *Journal of Segmentation in Marketing*, 4, No 2 (2000), 44-59.

"Incorporating Balance of Power in Channel Decision Structure: Theory and Empirical Applications" (Subir Bandyopadhyay and Suresh Divakar), *Journal of Retailing and Consumer Services*, 6 (1999), 79-89.

"Meta-analysis of Advertising Elasticity Estimates: How to Correct for the Sampling Error Bias", *Vikalpa*, 23 (1998), No 2, April-June, 29-37.

"How Consumers Evaluate Product and Service Quality: The Chinese Experience" (Subir Bandyopadhyay and Cheng Dong), *Asian Manager*, 1997.

"Age Effects on Infant Mortality Controlling for Race: A Meta-Analytic Study" (Vijayan Pillai and Subir Bandyopadhyay), *Health Care for Women International*, 18 (1997), 115-126.

"Impacts of Category Management and Brand Management From a Retailer's Perspective" (Subir Bandyopadhyay and Suresh Divakar), *Dynamic Competitive Analysis in Marketing*, Springer, Lecture Notes in Economics and Mathematical Systems, Steffen Jorgensen and Georges Zaccour (eds), 444 (1997), 125-137.

"Internet Advertising: Effects on Consumer Attitudes towards Product and Service" (Subir Bandyopadhyay, Janet Lee, Sonia Lee, Anna Liu and Amy Shum), *Journal of Contemporary Management*, Vol. 1 (1997), 40-50.

"Playing to Win: On and Off the Field, Pro Sports is More Competitive than Ever" (Subir Bandyopadhyay and Mario Bottone), *Marketing Management*, Spring (1997), 8-19.

Book

Contemporary Research in E-Branding, Subir Bandyopadhyay (ed.), Information Science Reference, Hershey, PA.

Contemporary Issues in Social Media Marketing (with Bikramjit Rishi), *Routledge Publishing*, London and New York (2018)..

Other Publications

"Beyond the Lines of Play: The Year 2020 in Pro-Sports" (Subir Bandyopadhyay and Mario Bottone), *Marketing News*, 31 (1997), No. 25, 8.

Community Development Oriented Workshops and Seminars

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| March 2019 | How Social Media Marketing can Help Small Businesses, at the Munster Rotary Club |
| Oct 2108 | 2018 northwest Indiana Business Confidence (BIZCONF) Index (with Tin-Chun Lin) at the Munster Rotary Club |
| Nov 2017 | All in the Family: Helping Family-run Small Businesses in Northwest Indiana Develop an Effective Succession Strategy (with Charlie Hobson) |

- May 2017 Helping Small Businesses in Northwest Indiana Develop a Cost-Effective Green Business Strategy (with Kalim Shah)
- Nov 2016 In Search of Appi-ness: How Small Businesses can Leverage Apps to Develop a Cost-Effective Mobile Marketing Strategy (with Ranjan Kini)
- May 2016 Digital Marketing on a budget: Helping Small Businesses in Northwest Indiana Develop a Cost-Effective Digital Marketing Strategy
- June 2015 Leveraging GIS for Economic Development in Northwest Indiana (with Ranjan Kini and Joe Ferrandino)
- Nov 2014 Bridging the Economic Gap through Social Entrepreneurship Training
- June 2014 Helping Small Businesses in Northwest Indiana Develop a Cost-Effective Integrated Marketing Communication Strategy
- March 2014 Helping Small Businesses in Northwest Indiana Develop an Implementable Marketing Plan
- Oct 2013 Helping Small Businesses in Northwest Indiana Develop a Cost-Effective Social Media Marketing Strategy
- Feb 2013 Helping Nonprofit Organizations in Northwest Indiana Develop a Cost-Effective Social Media Strategy
- April 2012 Helping Nonprofit Organizations in Northwest Indiana Develop a Cost-Effective Communication Strategy
- Nov 2011 Helping Small Businesses in Northwest Indiana Develop a Cost-Effective Branding Strategy

Refereed Conference Proceedings

“A Review of the Critical Success Factors for E-Loyalty Programs” (Subir Bandyopadhyay and Julie Wolfe), *Proceedings of the International Academy of Business and Economics Conference*, 1, 1 (2005), 9-14.

“Web-Based Advertising: Panacea for All Advertising Woes?”, *Proceedings of the 3rd International Conference on Telecommunication and Information Markets*, Providence, Rhode Island (1999), 1-14.

"Beyond Country-of-Origin Effects: Introducing the Concept of Place-of-Origin" (Subir Bandyopadhyay and Cheng Dong), *Proceedings of the 5th International Conference on Marketing and Development*, Beijing (1995), 39-43.

"Retailer's Category Management Vs. Manufacturer's Brand Management: A Theoretical and Empirical Study" (Subir Bandyopadhyay and Suresh Divakar), *Proceedings of the International Workshop on Dynamic Competitive Analysis in Marketing*, Montreal (1995), 1-13.

CONFERENCE ORGANIZATION

Consumer Behavior Track Co-Chair (with Demetra Andrews), 53rd Annual Society of Marketing Advances Conference, San Antonio, Texas, November 4-7, 2015.

SELECTED CONFERENCE PRESENTATIONS (only those made in last eight years)

“Innovations in the Online Retail Business During the Covid-19 Pandemic,” MMA Fall Educators’ Conference, October 13-15, 2021.

“Assessing and Developing Critical Thinking Skills of Business Students”, AACSB Associate Deans Conference, Phoenix, November 4-6, 2018.

“Experiential Learning Projects in Online Business Classes”, at the AACSB Associate Deans Conference, New Orleans, November 6-8, 2017.

“Incorporating Innovative Experiential Learning Projects in Online Classes,” at the Indiana University Online Conference, Indianapolis, November 1, 2017

“Integrating Social Media into Marketing Curriculum”, Co-panelist, Midwest Marketing Association, Fall Educators’ Conference, San Juan, Puerto Rico, October, 2015.

“Social Entrepreneurship: Community Engaged Urban Renewal and Sustainability” (Subir Bandyopadhyay, Ellen Szarleta, Atta Ceesay and Joseph Ferrandino) at the CUMU Conference, Syracuse, NY, October 3-5, 2014.

“Effective Social Media Strategies for Small Businesses in Emerging Markets” International Conference on Social Media Marketing in Emerging Markets, Bengaluru, India, July 25-26, 2014.

“Advancing Communities of Learning: A Template of Collaboration Between Local Governments, Universities and Nonprofits” (Subir Bandyopadhyay, Ellen Szarleta and Atta Ceesay) at the 5th Subsistence Marketplaces Conference, University of Illinois, Urbana-Champaign, June 13-15, 2014.

“Using GIS to Understand Retail Customers” (Subir Bandyopadhyay and Joseph Ferrandino) at the Indiana GIS Conference, Indianapolis, May 7-8, 2014.

“Investigating Quality Perceptions of Foreign Services by Chinese Consumers” at the AMA Special Interest Group Conference on Global Marketing, Cancun, Mexico, April 17-19, 2014.

“Advancing Communities of Learning: Lessons Learned in Local Government Anchor Institution Collaborations” (Subir Bandyopadhyay, Ellen Szarleta, Atta Ceesay and Joseph Ferrandino) at the CUMU Conference, Louisville, KY, October 27-29, 2013.

“Developing and Validating a New Scale to Measure Consumer Affinity towards Foreign Countries,” (Subir Bandyopadhyay, Nittaya Wongtoda and Gillian Rice) at the AMA Special Interest Group Conference on Global Marketing, Washington DC, March 13-15, 2013.

“Creating Communities of Learning: Collaborating from the Classroom to the Boardroom” (Subir Bandyopadhyay, Ellen Szarleta, Atta Ceesay, Joseph Ferrandino and Jennifer Anderson), CUMU Conference, Memphis, TN, October 15-17, 2012.

“How Academic Libraries can Utilize Social Networking to Popularize their Services: An Empirical Study” (Subir Bandyopadhyay and Latrice Booker) at the Indiana Association of Social Sciences Conference, Gary, Indiana, 2012.

“Assessment of Cultural Diversity Related Competency of Business Students” (Subir Bandyopadhyay, Jana Szostek, Andrea Griffin, and Helen Harmon) at the AACSB Assessment Conference, Atlanta, March 14-16, 2011.

“Is Consumer Product Evaluation Influenced by the Conflicting Feelings of Animosity and Affinity Towards the Producing Countries? An Empirical Investigation” (Subir Bandyopadhyay, Nittaya Wongtoda and Gillian Rice) at the AMA Special Interest Group Conference on Global Marketing, Cancun, Mexico, January 11-14, 2011.

“Measuring the Impact of Inter-attitudinal Conflict on Consumer Evaluation of Foreign Products” (Subir Bandyopadhyay, Nittaya Wongtoda and Gillian Rice) at the Marketing Science Conference, Ann Arbor, Michigan, June 4-6, 2009.

“Determinants of Brand Loyalty in Inflationary Times” (Subir Bandyopadhyay and Orose Leelakulthainit) at the Marketing Science Conference, Ann Arbor, Michigan, June 4-6, 2009.

“Affinity Scale Assessment: Are Affinity and Animosity Opposite Sides of the Same Coin?” (Subir Bandyopadhyay, Nittaya Wongtoda, and Gillian Rice) at the 2008 AIB Conference, Kuala Lumpur, Malaysia.

“Do Perceptions of Service Quality Vary for Different Ethnic Groups? An Empirical Investigation” (Subir Bandyopadhyay and Manoj Pardasani) at the Marketing Science Conference, Vancouver, Canada, June 12-14, 2008.

“A Critical Review of Online Affiliate Models” (Subir Bandyopadhyay, Ranjan Kini and Julie Wolfe) at the Marketing Science Conference, Pittsburgh, PA, June 7-10, 2006.

“The Profit Impacts of Optimal Retail Pricing and Merchandising Decisions” (Subir Bandyopadhyay and Subir Chakraborti) at the Marketing Science Conference, Pittsburgh, PA, June 7-10, 2006.

“Antecedents of Brand Loyal Behavior: Investigating the Influence of Brand Attitude and Brand Belief” at the Marketing Science Conference, Atlanta, Georgia, June 16-18, 2005.

“Optimal Pricing, Retailing and Merchandising Under Brand Management” (Subir Bandyopadhyay and Subir Chakraborty) at the Marketing Science Conference, Atlanta, Georgia, June 16-18, 2005.

INVITED LECTURES

"Category Management From an Equilibrium Perspective: A Theoretical and Empirical Study" at the Marketing Colloquium, Montreal, in March, 1994.

"Alternative Strategies for Brand Extension: Exemplar Vs. Attribute Typicality Approaches" with Kunal Basu at the ACFAS Conference in Montreal, Canada in May 1996.

"Tourism Marketing in Cuba: Investigating the Success Requirements" at Havana, Cuba in December 1996, sponsored by CIDA.

"The Future of Advertising in India" at the Indian Institute of Management, Ahmedabad in July 1997.

RESEARCH GRANTS

2018	STEP Grant, Lilly Foundation and IU CREED, \$10,000
2018	Developing the Business Confidence Index for Northwest Indiana (with Tin-Chun Lin), CREED RED Fund, Indiana University, \$2,500
2017	Byron Root Foundation grant, \$5,400
2016	Indiana Campus Compact, \$2,250
2016	Byron Root Foundation grant, \$4,500
2015	ODEMA, IU Northwest, \$1,000

2014 Indiana Campus Compact, \$2,250

2014 International Conference Travel grant, Indiana University, \$1,500

2013 Byron Root Foundation grant (with Ellen Szarleta and Atta Ceesay), \$5,800

2013 Research Support Grant, Office of the VCAA, \$4,000

2012 Indiana Campus Compact, \$2,250

2011 Indiana Campus Compact, \$2,250

2011 Byron Root Foundation Grant, \$5,600

2010 Mack Fellowship, Indiana University, \$1,500

2010 Center of Urban and Regional Excellence/Lilly Foundation grant, \$5,000

2009 CIBER Grant for International Research, \$5,000

2009 Research Support Grant, Office of Academic Affairs, \$4,000

2008 Byron Root Foundation Grant, \$5,050

2007 IUN Grant-in Aid, \$1,500

2007 Indiana Campus Compact (ethnicity project, with Manoj Pardasani), \$3,000

2006 IUN Research Grant, \$1,700

2006 Center for Regional Excellence (Re-branding project), \$4,200

2006 Center for Regional Excellence (ethnicity project, with Manoj Pardasani), \$5,900

2005 Indiana Campus Compact, \$3,000

2005 Center for Sustainable Regional Vitality, \$6,710

2005 Center for Sustainable Regional Vitality (export project, with Ranjan Kini), \$13,960

2004 Center for Sustainable Regional Vitality (TDL project, with Ranjan Kini), \$6,950

2004 Byron Root Foundation Grant, Indiana University, \$4,400

2003 Center for Cultural Discovery and Learning Grant, Indiana University Northwest, \$5,400

2003 Indiana University Research & University Graduate School Grant for Graduate Student Assistantship (with Britta Woiton), \$1,500

2003 Indiana University Research & University Graduate School Grant, \$950

2003 Indiana University Northwest Grant-in-aid, \$1,500

2003 President's Council on International Programs Grant, Indiana University, \$1,500

- 2003 "Sickle Cell Anemia: How to Develop a Better Communication Strategy to Influence Potential Donors," Campus Compact Grant, \$4,500
- 2002 "Investigating Optimal Selling Strategies: A Theoretical and Empirical Study" (with Subir Chakrabarti), Indiana University Intercampus Research Grant, \$7,600
- 2002 Indiana University Northwest Grant-in-aid, \$1,500
- 2001 Indiana University Northwest Grant-in-aid, \$1,200
- 2001 Indiana University Research & University Graduate School Grant, \$1,000
- 1999 "A Dynamic Model of Cross-Category Competition: Theory, Tests and Applications," University of Ottawa Research Funds, \$4,000
- 1997 "How Consumers in Southeast Asian Countries Perceive Product and Service: Issues, Contingencies and Marketing Implications", Association of Deans of South East Asian Graduate Schools of Management (ADSGM) in collaboration with CIDA (with Professor M. Nazari Ismail), \$20,000.
- 1997 "Analysis of the Double Jeopardy Effects in Consumer Attitude and Behavior," Procter & Gamble Inc., Canada (second phase), \$20,500.
- 1997 "How Indian Consumers Perceive Product and Service Quality," Indian Institute of Management, Ahmedabad Research Grant (with Professor Bibek Banerjee), \$2,000.
- 1996 "Brand Evaluation and Brand Choice Processes of Cuban Consumers," MacArthur Foundation Grant for Research on Cuba, \$3,000.
- 1996 "Analysis of the Double Jeopardy Effects in Consumer Attitude and Behavior", Procter & Gamble Inc., Canada (first phase), \$20,700.
- 1996 "Forecasting Cross-category demand: Theory, Tests and Applications", Nabisco Research Support Grant, \$5,000.
- 1995 "Brand Evaluation and Brand Choice Processes of Consumers in Developing Countries: Issues, Contingencies and Results", CIDA (under CCMEP II), \$11,000.
- 1995 "Market Basket Models: Theory, Tests and Applications", Social Sciences and Humanities Research Council of Canada Grant, \$45,900 (sole investigator).
- 1995 "Modeling Co-operation Between Channel Members: Theory and Empirical Applications", Nabisco Research Support Grant, \$5,000.
- 1994 "Product and Service Quality in Developing Countries: Issues, Contingencies and Research", CIDA (under CCMEP II), \$10,000.

INTERNATIONAL TEACHING

- Summer 2007 International Exchange Scholar at the National Institute of Development Administration, Bangkok, Thailand, offered a seminar on Global Marketing.
- Summer 2005 Visiting Faculty at the Kelley International MBA Program at Zagreb, Croatia; taught Marketing Strategy.

Summer 1999	Visiting Faculty at the Indian Institute of Management, Ahmedabad, India; participated in team teaching an MBA course on Advertising and Sales Promotion Management.
Spring 1996	Visiting Professor, Xi'an Statistical Institute, People's Republic of China; offered a one-week seminar on Career Opportunities in Marketing and Management in Developing Countries.
Spring 1995	Visiting Professor, Renmin University, Peoples Republic of China; offered a two-day seminar on Studying Consumer Behavior in China.
Spring 1995	Visiting Professor at the Indian Institute of Management, Ahmedabad; offered a two-day seminar on Current Retail Management Practices.
Summer 1995	Visiting Professor, Renmin University, People's Republic of China; offered a two-day training workshop on Teaching Marketing to Chinese professors.
Summer 1994	Visiting Professor, Renmin University, People's Republic of China; offered a three-day seminar on Career Opportunities of Marketing Professionals in Developing Countries.
Summer 1993	Visiting Professor, Marketing and Management Development Institute, Bombay, India; offered seminar on New Techniques in Market Research in Bombay, Calcutta, Delhi, Madras and Bangalore to top level management executives.

INTERNATIONAL RESEARCH PROJECTS

2003-05	"Brand Evaluation and Brand Choice Processes of Consumers in Developing Countries: Issues, Contingencies and Results", collaborative research with Professor Cheng Dong of Renmin University, People's Republic of China; funded by Canada-China Management Education Program.
2001-02	"How Indian Consumers Perceive Product and Service Quality," with Bibek Banerjee of Indian Institute of Management, Ahmedabad, India.
2000-01	"It is Promising But Hasn't Got There Yet: A Comparison of Online User Pattern in China and the USA" with Cheng Dong and Wei Liyuan of Renmin University, China.
1997-98	"How Consumers in Southeast Asian Countries Perceive Product and Service Quality: Issues, Contingencies and Marketing Implications," collaborative research with Professor Mohd. Nazari Ismail, University of Malaya; funded by the Association of Deans of Southeast Asian Graduate Schools of Management and CIDA.
1994-96	"Product and Service Quality in Developing Countries: Issues, Contingencies and Research", collaborative research with Professor Cheng Dong, Renmin University, People's Republic of China; funded by Canada-China Management Education program.

PROFESSIONAL EXPERIENCE

1. Teaching	PhD Level Quantitative Methods in Consumer Research
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MBA

International Business, Buyer Behavior, Strategic Marketing, International Marketing, Introduction to Marketing, and Advanced Marketing Management

BBA/BS

Digital Marketing, Retailing, Consumer Behavior, Advertising, World Marketing, Marketing Management, Marketing Strategy, Marketing & Society, and Social Media Marketing

See under International Teaching for more teaching experience.

New Courses Developed

Digital Marketing (at IUN)
Social Media Marketing (at IUN)
International Business (at IUN)
Marketing and Society: A Look at Roles and Responsibilities (at IUN)
Marketing Strategy (at IUN)
Virtual Immersion course on World Marketing (at McGill)
E-Marketing (at Ottawa)
International Marketing MBA (at IUN)
Advanced Marketing Management MBA (at IUN)

2. Research Supervision PhD Level: 2 students at McGill

Masters Level (MBA): 12 students at IUN, 3 students at McGill, 4 students at Ottawa

Bachelors Level: 24 students at IUN, 7 students at McGill, 9 students at Ottawa.

3. Review Activities

(a) International Journals

Marketing Science
Journal of International Marketing
American Marketing Association Conference
European Journal of Operation Research
Journal of Retailing
Springer-Verlag Series on Economics and Mathematical Systems
Proceedings of the 5th International Conference on Marketing and Development
Advances in Consumer Research
European Marketing Academy Conference

(b) Grants

Social Sciences and Humanities Research Council of Canada
SUNY at Buffalo Inter-disciplinary Grant Application

(c) Textbooks

Marketing Management: The Big Picture by Christie Nordheim (South-Western College Publishing)
Consumer Behavior and Marketing Action by J. Paul Peter and Jerry Olson (Irwin-McGraw Hill Publisher)
Consumer Behavior by Frank Kardes (Addison Wesley Publisher)
Advertising and Promotion by George E. Belch and Michael A. Belch (Irwin-McGraw Hill Publisher)

4. Managerial

Two years with AB Svenska Flaktfabriken (a Swedish Multinational Company) as a Marketing Executive in India. Developed marketing plan for air pollution equipment in India and South Asia.

Five years with Alcan Aluminum Company as a Product and Market development Executive in India and England. Developed and implemented a marketing strategy for aluminum body tipper and dumper trucks.

5. Technical

Designed and erected the heavy-duty aluminum false ceilings in Calcutta Metro Railway stations. Designed and manufactured the first prototype 35 ton aluminum dumper body in India.

6. Consulting

Analyzed the image and satisfaction data for Procter & Gamble of Canada to determine the existence of double jeopardy effects in their tooth paste and laundry detergent markets. Awarded a repeat contract by them based on our satisfactory performance.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Institute for Operation Research and Management Science

REFERENCES

Available on request