

PROFESSIONAL ACTIVITIES

- ❖ **Member,**
ISBM-IPSS Advisory Board
Penn State University, State College, PA, 2007-
- ❖ **Co-Chair,**
First AMA Knowledge Development Coalition Conference on “Marketing-Mix Resource Allocation and Planning”, Atlanta, GA, July 2008.
- ❖ **Member,**
AMA Finance Committee, 2007-
- ❖ **Member,**
AMA M-Planet Conference Organizing Committee, 2006-07
- ❖ **Member,**
AMA Knowledge Development Coalition, 2005 -
- ❖ **Elected Member,**
American Marketing Association Academic Council, 2005 - .
- ❖ **Panel of Judges,** Marketing Strategy Award for Early Contributions, 2003 -
- ❖ **Panel of Judges,** General Motors Marketing Research Competition, March 2003.
- ❖ **Panel of Judges,** Marketing Science Institute Competition on Marketing Metrics, 2002 - 2003 .
- ❖ **Guest Editor,**
Journal of Marketing, 2006 -Present
Journal of Marketing Research, 2005 -Present
Journal of Service Research, Special Issue on
“Managing Customers for Value”, 2006
- ❖ **Guest Editor,**
Special Issue of International Journal of Forecasting (2002) on Forecasting in Telecommunication.
- ❖ **Associate Editor,** International Journal of Forecasting
- ❖ **Associate Editor,** Journal of Marketing Research

- ❖ **Editorial Review Board,**
Journal of Marketing
Journal of Marketing Research
Journal of Interactive Marketing
Journal of Retailing
Journal of Business Research
Journal of Academy of Marketing Science
Journal of International Marketing
Journal of World Business (formerly Columbia Journal of World Business)
Industrial Marketing Management

- ❖ **Editor,** Special Issue of *International Journal of Forecasting* on **Forecasting in Telecommunication**

- ❖ **Ad hoc Reviewer,** 1987 - :
Marketing Science
International Journal of Research in Marketing
Journal of International Business Studies
Management Science
IEEE Transactions on Engineering Management
Journal of Strategic Marketing
Journal of Advertising
Journal of Retailing and Consumer Services
OMEGA
Marketing Research: A Magazine of Management and Applications

- ❖ **Co-Chair,** Thought Leadership Conference on “Managing Customers for Value” Sponsored by AMA, MSI and ING Center for Financial Services, University of Connecticut, September 2005.

- ❖ **Co-Chair,** AMA Sheth Doctoral Consortium sponsored by AMA, The Sheth Foundation, University of Connecticut School of Business and MSI, University of Connecticut, July 2005.

- ❖ **Chair,** Marketing Track, International Symposium on Forecasting, San Antonio, TX, June 2005.

- ❖ **Vice President, International Activities,** Academic Council, American Marketing Association, 1999-2001.

- ❖ **Member,** INFORMS Committee for Conferences.

- ❖ **Track Co-Chair,** Research Methodology, Academy of Marketing Science Conference, Summer 2002,
Sanibel Island, Florida

- ❖ **Track Chair,** Market Intelligence, Marketing Research and Organizational Learning Processes, American Marketing Association's Winter Educator's Conference, 1999, St. Petersburg, FL

- ❖ **Reviewer**,
AMA Educator's Conference, 1987 - 91.
Academy of Marketing Science Conference, 1989.
- ❖ **Blue Ribbon Panel**, Selection of the Best Paper in the AMA Summer Educator's Conference. 1991, 1995.
- ❖ **Conference Co-Chairman**, American Marketing Association's Summer Educators' Conference, Chicago, 1992.
- ❖ **Officer**, American Marketing Association Education Council, 1993-94.
- ❖ **Senior V.P. Conference & Research**, Academic Council. American Marketing Association. 1994-96.
- ❖ **Chair**, The task force entrusted with formulating a new AMA Doctoral Consortium Policy, 1995-96. Formulated new policies for organizing joint conferences with AMA, Developed formal guidelines for organizing AMA Faculty Consortium.
- ❖ **Chair**, Academy of Marketing Science Faculty Consortium on *Internationalizing the Marketing Curriculum*, 1996, Phoenix, AZ.
- ❖ **Chair**, Special Interest Group Track, AMA Winter Educator's Conference, St. Petersburg, FL 1997.
- ❖ **Chair**, Telecommunications Track in the Conference "*Doing Business in India: The Texas Connection*," State of Texas, Austin, Fall 1996.
- ❖ **Chair**, Energy Track in the Conference "*Doing Business in India: The Texas Connection*," State of Texas, Arlington, Fall 1997.