

SERVICE ACTIVITIES

❖ Community:

Member,
Insurance and Financial Services Related Task Force Organized by the
Hartford Chamber of Commerce, CT. 2001-2007.

❖ University:

College of Business Representative,
University Research Council
University of Houston 1996 - 2001.

Chairman,
Limited Grant-In-Aid Committee
University of Houston, 1998-2000.

Member,
GEAR Grants Committee
University of Houston, 1999 - 2001.

Member,
Task Force for Research Incentive and Productivity,
University of Houston 1997-99.

Reviewer for Research Proposals,
Research Initiation Grant and PEER Grant
University of Houston 1995 - 2001.

Limited Grant-In-Aid Program, Subcommittee
University of Houston 1993 - 94.

Limited Grant-In-Aid Program, Full-committee
University of Houston 1993 - 94.

Athletics Marketing Advisory Board
University of Houston, 1990 - 92.

❖ College:

Member,
Dean Search Committee
University of Connecticut, 2006-2007

Member,
Review of Financial Accelerator Committee

University of Connecticut, 2006-2007

Member,
Promotion & Tenure Review Committee
University of Connecticut, 2005.

Co-Chair,
Promotion & Tenure Review Process Committee
University of Connecticut, 2004 - 2005.

Member,
Dean Search Committee
University of Connecticut, 2002 - 03.

Member,
Fox Chair Search Committee
University of Connecticut, 2002 - 04.

Member,
Masters Curriculum Committee
University of Connecticut, 2002 - .

Member,
Sponsored Research Grants Committee
University of Connecticut, 2001- 03.

Panel Member,
Junior Faculty Workshop
University of Houston, 2000

Member,
Task Force for Enhancement Faculty Scholarship
University of Houston, 1999-2000

Chairman,
Task Force for Creating Undergraduate Major in International Business
University of Houston, 1998 - 1999.

Member,
Dean Search Committee
University of Houston, 1998 - 2000.

Chairman,
Scholarship and Fellowship Committee
University of Houston, 1993 - 2001.

Member,
Staff Awards Excellence Committee
University of Houston, 1997.

Member,
Ph.D. Curriculum Committee
University of Houston, 1992 - 97.

Member,
Evaluation of Teaching Effectiveness Committee
University of Houston, 1994 - 1997.

Member of the Board,
Institute of Health Care Marketing
University of Houston, 1987 - 2001.

Member of the Advisory Council,
Institute of Business, Ethics and Public Issues
University of Houston, 1988 - 2001.

Judge and Chair, Retailing Category,
Houston Awards for Quality.
University of Houston, 1992 - 1994.

Judge and Chair, Retailing Category,
BBC/CBA/Channel 11 Spirit of Texas Awards for Quality,
University of Houston, 1991 - 1992.

Member,
Research and Instructional Computing Services Committee
University of Houston, 1990 - 1992.

Member,
Scholarship and Fellowship Committee
University of Houston, 1988 - 1993.

Member,
Academic Honesty Committee
University of Houston, 1987 -1988.

Member,
Computer Resource Committee
University of Iowa, 1986 -1987.

❖ **Department:**

Member,

Promotion & Tenure review Committee,
University of Connecticut, 2007- 08.

Member,
Promotion & Tenure review Committee (Non-voting member),
University of Connecticut, 2006 - 07.

Member,
Recruiting Committee,
University of Connecticut, 2006 - 07.

Member,
Recruiting Committee,
University of Connecticut, 2004 - 05.

Member,
Doctoral Program Task Force,
University of Connecticut, 2002 - 03.

Director of the Doctoral Program,
University of Houston, 1992 -1997.

Promotion and Tenure Committee,
University of Houston, 1992 - 1996, 1997 - 2001.

Chair,
Task Force to Revise the Ph.D. Program in Marketing
University of Houston, 1993 - 1994.

Developed contact with both national and local supermarket chain stores and leading marketing research firms such as Information Resources, Inc. and A. C. Nielsen to obtain necessary data for research activities, University of Houston, 1988 - 2001.

Computer Resource Committee
University of Houston, 1989 - 1994.

Faculty Recruiting Committee
University of Houston, 1989 - 2001.

Marketing Chair Selection Committee
University of Iowa, 1986 - 1987.

❖ **Department,**
College,
University:

As the Director of Marketing Research Studies, directed Marketing Research

projects resulting in revenues exceeding \$150,000 over the last sixteen years for the Marketing Department at the University of Houston and at the University of Connecticut.

Clients Included Farmer's Insurance, Mincomp, Talent Tree, Houston Astros, Coco-Cola Foods, American Airlines, The Houston Business Council, The Daily Cougar Newspaper, Baker-Hughes, Compaq Computer, Houston Northwest Medical Center, Baby Guard Manufacturing, Inc. (a Canadian firm), Port City Bank, College of Business Administration and College of Optometry at the University of Houston, etc.

Conference Chairman

Texas Faculty Research Colloquium,
University of Houston, 1989.

Conference Chairman

University of Houston Doctoral Symposium
Houston, TX 1989, 1990, 1991, 1992.

Dissertation Committee

Abhijit Biswas (1987-88),
Ashok Subramanian (1989-92).

Dissertation Chairman

Arun Pereira (1990-91),
Kiran Karande (1992-93),
Jaishankar Ganesh (1994-95),
John Gaskins (1991-95),
V. Subramaniam (1996-97),
Werner Reinartz * (1998-99)
Rajkumar Venkatesan ** (2001-2002).
Girish Ramani*** (2005-2006).
Andrew Petersen(2007-08)
Morris George****(2007-08)
Denish Shah***** (2007-08)

** Werner Reinartz won the 1999 John A. Howard Doctoral Dissertation Award from the American Marketing Association, Chicago, IL.*

*** Rajkumar Venkatesan won the 2001 Alden Clayton Doctoral Dissertation Award from the Marketing Science Institute, Cambridge, MA.*

Rajkumar Venkatesan won the 2001 ISBM competition organized by Penn State University for the best dissertation proposal.

****Girish Ramani won the best paper award for the paper based on his dissertation proposal at the 2006 American Marketing Association's Winter Educator's*

Conference.

*****Morris George won the honorable mention award for the 2007 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.*

*****Denish Shah has been recognized as the winner for the 2008 Levy & Weitz Doctoral Dissertation proposal from the American Marketing Association Retailing SIG.*

Denish Shah has been recognized as the winner for the 2008 Doctoral Dissertation proposal Competition, Penn State University, PA.