

TEACHING IN EXECUTIVE PROGRAMS:

“Can B2B Marketing be made Accountable and Profitable”,
Harvard Business School, Executive Education Program, June 2008.

“Strategies to Manage Growth and Innovation,”
GE Leadership, Innovation and Growth Program,
New Delhi, India, January 2008.

“Managing Customers for Profit,”
Hanken Executive MBA Program,
Swedish School of Economics, Helsinki, Finland, Sept 2007.

“Customer Satisfaction, Trust and Value,”
Financial Services Research Forum
London, U.K., July 2007.

“Managing Customers for Profits”
Executive Advantage series
University of Connecticut, Storrs, CT, April 2007.

“Implementing CLV-Based Strategies”
Turkcell Executive Program
Istanbul, Turkey, Nov 2006.

“Managing Customers for Growth and Profit”,
HSBC CEOs Executive Program organized by Duke Corporate Education, Delhi, India,
October 2006.

“Measuring and Managing Customer Profitability”,
AMA School of Marketing Research Workshop organized by American Marketing
Association, Atlanta, GA, November 2005.

“Linking Loyalty and Profitability through Customer Lifetime Value”,
AMA School of Marketing Research Workshop organized by American Marketing
Association, Athens, GA, November 2004.

“Exploiting Customer Lifetime Value”,
The Hartford BMCP Executive Program organized by the University of Connecticut,
Hartford, CT, October 2004.

“Customer Intimacy: The Path to Profitability”,
ING CEOs Executive Program organized by Duke Corporate Education, Mumbai, India,
October 2004.

“Maximizing Customer Profitability & Tracking Performance of Customer Management Strategies”,

The 2004 Marketing Information Integration Conference, The Conference Board, Chicago, IL, June 2004.

“Customer Loyalty and Profitability”,

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, April 2004.

“Advancing Customer Lifetime Value”,

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, April 2004.

“Linking Loyalty and Profitability”,

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, November 2003.

“Measuring Customer Lifetime Value”,

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, November 2003.

“Implementing Customer Lifetime Value”,

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, November 2003.

“Exploiting Customer Lifetime Value”,

The Hartford BMCP Executive Program organized by the University of Connecticut, Hartford, CT, October 2003.

“Maximizing Profits with Customer Value”,

The 2003 Customer Loyalty Conference, The Conference Board, NY, May 2003.

“Customer Loyalty,”

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, April 2003.

“Customer Profitability,”

American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, April 2003.

“Customer Relationship Management: Process and Strategy”,

American Marketing Association Customer Relationship Management, University of Georgia, Athens, GA, March 2003.

“Customer Loyalty,”
American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, November 2002.

“Customer Profitability,”
American Marketing Association Advanced School of Marketing Research University of Georgia, Athens, GA, November 2002.

“An Optimal Resource Allocation Model for Maximizing Customer Equity,”
Kellogg Graduate School of Management Northwestern University, Evanston, IL, October 2002.

“A Model of Customer Lifetime Value,”
Yeck Center for Executive Education in Direct Marketing Harvard Business School, Cambridge, MA, June 2001.

“The Practice of Internationalization,”
Shell Executive Development Program
University of Houston, October 2000.

“Internationalization of Business Process and Methods,”
Shell Executive Development Program, University of Houston, January 2000.

“Using Marketing Research to Assess and Penetrate Latin America,”
Institute for International Research, Miami, FL, 1997.

“Conducting Marketing Research for Global Penetration,”
Institute for International Research, San Francisco, CA, 1997.

“The Practice of International Marketing Research,”
Washington University, St. Louis, April 1996.

“New Product Development Process,”
Frank Small and Associates, Sydney, Australia, 1995.

"Customer and Continuous Quality Improvement Process,"
University of Houston, Spring 1995.

"The Role of Customers in the CQI Process,"
University of Houston, Fall 1994.

"Application of Marketing Research in New Product Design Process,"
University of Houston, 1994.

"Listening to the Voice of the Market - II,"
IESE, Barcelona, Spain, Fall 1992.

"Analyzing the Value of Brands,"
IESE, Barcelona, Spain, Summer 1992.

"Listening to the Voice of the Market - I,"
IESE, Barcelona, Spain, Fall 1991.