



OFFICE: Emory University
Goizueta Business School
1300 Clifton Road
Atlanta, GA 30322-2710
Phone: (404) 727-7603
Fax: (404) 325-1313

HOME: 1626 Mason Mill Road, N.E.
Atlanta, GA 30329
Phone: (404) 751-8888
Fax: (404) 325-1313

EDUCATION

Ph.D., University of Pittsburgh, 1966
M.B.A., University of Pittsburgh, 1962
B. Com (Honors), Loyola College (University of Madras), 1960

ACADEMIC POSITIONS

Emory University

- Charles H. Kellstadt Professor of Business, 1991 to present
- Founder and Director, Center for Relationship Marketing, 1993 to 2001

University of Southern California

- Founder and Board Member, Center for Telecommunications Management (CTM), 1985 to 1991
- Robert E. Brooker Professor of Marketing, 1984 to 1991

University of Illinois

- Walter H. Stellner Distinguished Professor of Marketing, 1979 to 1984
- IBE Professor of Business, 1973 to 1979
- Professor of Business, 1971 to 1973
- Associate Professor of Business, 1969 to 1971

Columbia University

- Assistant Professor, 1966 to 1969
- Research Associate, 1963 to 1965

Massachusetts Institute of Technology

- Assistant Professor, 1965 to 1966

VISITING POSITIONS

- Visiting Professor, Copenhagen School of Economics and Business, 1976 to 1977
- Albert Frey Professor of Marketing, University of Pittsburgh, 1974 to 1975
- Visiting Professor, Indian Institute of Management, Calcutta, 1968

ADMINISTRATIVE POSITIONS

- Founder and Director, Center for Relationship Marketing, Emory University, 1993 to 2004
- Marketing Area Coordinator, Goizueta Business School, Emory University, 1991 to 1996
- Founder and Director, Center for Telecommunications Management, USC, 1985 to 1990
- Acting Head, Department of Business Administration, University of Illinois, 1970 to 1972; 1978

ACADEMIC & PROFESSIONAL HONORS

- AMA Lifetime CB SIG Award, 2018.
- AMA Lifetime Relationship Marketing SIG Award, 2018.
- Global Thinker Award, ILLM, India, 2018.
- Honorary Doctorate of Philosophy, Shiv Nadar University, India, 2017.
- Fellow, ACR, 2017.
- Honorary Doctorate of Science, University of Illinois (Urbana-Champaign), 2016.
- Fellow, American Marketing Association (AMA), 2015.
- William Wilkie Award, American Marketing Association, 2014.
- TiE Atlanta Lifetime Contribution Award, 2012.
- Marion Creekmore Award, Emory University, 2012.
- Global Management Guru Award, BIMTECH, India, 2011.
- Father of the Year, American Diabetes Association, 2011.
- Distinguished Research Scholar, Singapore Management University, 2008 to present.
- Distinguished Visiting Professor, Cranfield University, 2008 to 2011.
- Governor's International Award for Individual Contribution to State of Georgia, 2008.
- Global Innovation Award, Goizueta Business School, Emory University, 2008.
- Distinguished Faculty Lecture, Emory University, 2007.
- Honorary Doctorate of Letters, Thiel College, 2007.
- Irwin/McGraw Hill Distinguished Marketing Educator, American Marketing Association, 2004.
- Charles Coolidge Parlin Award, American Marketing Association, 2004.
- Distinguished Scholar Award, Marketing Management Association, 2002.
- Distinguished Alumni Service Award, University of Pittsburgh, 2002.
- Outstanding Leadership Award, AMA Foundation, 2002.

- Welling Professor, George Washington University, 2001-2003.
- Outstanding Educator, Sales and Marketing Executives International, 1999.
- Distinguished Fellow, International Engineering Consortium, 1997.
- Distinguished Fellow, Academy of Marketing Science, 1995.
- P. D. Converse Award, American Marketing Association, 1992.
- Outstanding Educator, Sales and Marketing Executives International, 1991.
- Outstanding Marketing Educator, Academy of Marketing Science, 1989.
- Board of Governors, Academy of Marketing Science, 1985 to 2012.
- Most Outstanding Contribution to Marketing Excellence, Southern California American Marketing Association, 1986.
- President, Association for Consumer Research (ACR), 1984.
- External Examiner, National University of Singapore, 1981 to 1985.
- Who's Who in America, 1985 to present.
- Co-author of Most Often Cited Book and Research Paper in Marketing, 1978, (study reported in AMA Marketing News).
- President, Division 23 (Consumer Psychology), American Psychological Association, 1979.
- Viktor Mataja Medal, Austrian Research Society (Vienna), 1979.
- Kentucky Colonel 1975 to present.
- Fellow, American Psychological Association, 1975.

PROFESSIONAL ASSOCIATIONS

- National Indian American Chamber of Commerce (NIACC) Southeast Region – Founding Member, 2018 to present.
- The Indus Entrepreneurs (TiE) – Charter Member, Atlanta, 2000 to present.
- Georgia Indo-American Chamber of Commerce (GIACC), 2000 to present.
- Academy of Marketing Science, 1977 to present.
- Academy of International Business, 1976 to present.
- American Institute for Decision Sciences, 1973 to 1981.
- Association for Consumer Research, 1969 to present.
- American Psychological Association, 1967 to 1995.
- American Statistical Association, 1965 to 1982.
- American Marketing Association, 1964 to present.

DOCTORAL DISSERTATION COMMITTEES (MEMBER)

Name	Institution	Year	Major	Chair
1. Ning Zhong	Emory	2018	Marketing	No
2. Hulya Karaman	Emory	2018	Marketing	Yes
3. Anthony Koschman	Emory	2017	Marketing	No
4. Norah Xu	Emory	2016	Marketing	Yes
5. Saloni Vastani	GA State	2015	Marketing	No
6. Yanwen Chan	Emory	2014	Marketing	No
7. Karl Hellman	GA State	2014	Marketing	No

Name	Institution	Year	Major	Chair
8. Omer Cem Ozturk	Emory	2012	Marketing	No
9. Omar Rodriguez	Emory	2012	Marketing	No
10. Abhishek Kathuria	Emory	2012	Information Sciences	No
11. Mary Jean Koontz	CA State	2006	Marketing	No
12. Can Uslay	GA Tech	2005	Marketing	No
13. Linda Aab	GA State	1994	Marketing	No
14. Steve Henson	GA State	1994	Marketing	No
15. Barbara Gross	USC	1993	Marketing	Yes
16. Tassu Shervani	USC	1991	Marketing	Yes
17. Prem Shamdasani	USC	1990	Marketing	Yes
18. Robert Windsor	USC	1989	Marketing	Yes
19. Kerri Acheson	USC	1989	Marketing	Yes
20. Joseph Ben-Ur	Illinois	1987	Marketing	Yes
21. Robert Allerheiligen	USC	1986	Marketing	Yes
22. Dennis E. Garrett	Illinois	1985	Marketing	Yes
23. Sigurd V. Troye	Illinois	1984	Marketing	Yes
24. Muzaffar A. Shaikh	Illinois	1983	Industrial Engineering	Yes
25. Adam Finn	Illinois	1983	Marketing <i>Professor Emeritus</i>	Yes
26. Bruce Kossar	Illinois	1983	Marketing	Yes
27. Jane F. Mutchler	Illinois	1983	Accounting <i>Dean Emerita</i>	No
28. Abdolreza Eshghi	Illinois	1982	International Business	Yes
29. Sundaresan Ram	Illinois	1982	Marketing	Yes
30. John Wong	Illinois	1982	Marketing	Yes
31. John Paul Uko	Illinois	1982	Marketing	Yes
32. Peter Chalos	Illinois	1982	Accounting	No
33. James E. Cox	Illinois	1981	Marketing	Yes
34. Bruce Newman	Illinois	1981	Marketing	Yes
35. Douglas A. Schellinck	Illinois	1981	Marketing	Yes
36. Ganesan Visvabharathy	Illinois	1980	Marketing	Yes
37. Michael R. Hagerty	Illinois	1980	Marketing	No
38. Mary Ann Ross	Illinois	ABD	Agricultural Economics	No
39. Kassaye Wandowassen	Illinois	1979	Marketing	Yes
40. Stephen Cosmas	Illinois	1978	Marketing <i>Professor Emeritus</i>	Yes
41. Norah Grady	Illinois	1978	Marketing	Yes
42. Janice G. Hanna	Illinois	1978	Marketing	Yes
43. Rabi Bhagat	Illinois	1977	Organizational Behavior	Yes
44. Lawrence F. Sherman	Illinois	1977	Finance	No

Name	Institution	Year	Major	Chair
45. David Key	Illinois	1976	Accounting	No
46. Ivery Clifton	Illinois	1976	Agricultural Economics	No
47. Eric James Burton	Illinois	1976	Accounting	No
48. P. S. Raju	Illinois	1976	Marketing	Yes
49. Stephen Permut	Illinois	1976	Mass Communication	Yes
50. C. W. Park	Illinois	1975	Marketing	Yes
51. Seçil Tunçalp	Illinois	1975	Marketing	Yes
52. George W. Gau	Illinois	1975	Finance	No
53. Sherren Waung	Illinois	1974	Marketing	Yes
54. Michael Belch	Pittsburgh	1974	Marketing	Yes
55. Edwin Hackleman	Illinois	1973	Marketing	Yes
56. Terry Vavra	Illinois	1973	Marketing	Yes
57. Raymond Suh	Illinois	1972	Marketing <i>Deceased</i>	Yes
58. Paul Winn	Illinois	1972	Marketing <i>Deceased</i>	Yes
59. Leroy Davis	Illinois	1972	Agricultural Economics	No
60. Milan Smiljanic	Illinois	ABD	International Business	Yes
61. Paul A. Pellemans	Columbia	1970	Marketing	No
62. Brian M. Campbell	Columbia	1969	Marketing	No
63. S. Prakash Sethi	Columbia	1967	Marketing	No
64. Martin J. Gannon	Columbia	1967	Organizational Behavior	No

COURSES TAUGHT OVER THE YEARS

- Marketing Seminar (Global) (Executive MBA, MBA, and BBA)
- Multivariate Methods (Ph.D.)
- Consumer Behavior Theory (Ph.D.)
- Marketing Theory (Ph.D.)
- Marketing Management (Executive MBA and MBA)
- Market Research (MBA)
- Consumer Behavior (MBA, Undergraduate)
- International Marketing (MBA, Undergraduate)
- Marketing Seminar (MBA)
- Foundations of Marketing (Ph.D.)

ACADEMIC SERVICE

EMORY UNIVERSITY

University Level

- India Advisory Committee, 2016 to present.
- Emory University Emeritus College (EUEC) Executive Committee, 2016 to present.
- China Study Committee, 2012 to 2013.
- Provost Search Committee, 2003 to 2004.
- Presidential Advisory Council, 1996 to 2000.
- Provost Search Committee, 1997 to 1998.
- International Programs Research Funds Committee, 1997 to 1998.
- International Programs Council, 1991 to 1995.

College Level – Goizueta Business School

- Personnel Committee, 2013 to 2015 & 1999 to 2013.
- Dean Search Committee, 2013 to 2014 & 1996 to 1998.
- Globalization Committee, 2012 to present.
- Executive MBA Program Committee, 2009 to present.
- Non-Degree and External Affairs Committee, 2003 to 2011.
- Personnel Committee, 1999 to 2003.
- Chair, Research Committee, 1998 to 2000.
- Member, Post Tenure Committee, 1995 to 1996.
- Member, Globalization Task Force, 1995 to 1996.
- Chair, Point System Committee, 1994 to 1996.
- Founder and Director, Center for Relationship Marketing, 1993 to 1998.
- Member, Associate Dean Search Committee, 1993 to 1994.
- Member, MBA Curriculum Committee, 1993 to 1994.
- Chair, Conflict of Interest Committee, 1993 to 1994.
- Member, Executive Committee, 1992 to 1996.
- Chair, CBD Track Director Search Committee, 1992 to 1993.
- Member, Director of Development Search Committee, 1992 to 1993.
- Tenure and Promotions Committee, 1991 to 1998.
- Area Coordinator, 1991 to 1996.
- Chair, Non-Degree and External Affairs Committee, 1991 to 1995.
- Member, Research Committee, 1991 to 1992.

UNIVERSITY OF SOUTHERN CALIFORNIA

University Level

- Special Committee on Appointments, Promotions and Tenure, 1988 to 1990
- Dean Search Committee, 1986 to 1988
- Appointments, Promotions and Tenure Committee, 1983 to 1988

College Level

- Executive Education Advisory Committee, 1990 to 1991
- Founder and Director, Center for Telecommunications Management, 1985 to 1991
- EMBA Core Faculty, 1985 to 1987
- Ph.D. Program Committee, 1984 to 1986
- Personnel Committee, 1983 to 1990; chair, 1987 to 1990
- Executive Programs Committee, 1983 to 1987
- Quest Committee on Ph.D. Programs, 1983 to 1984

Department Level

- Mission Committee, Chair, 1986
- Department Advisory Committee, 1983 to 1991
- Coordinator, Ph.D. Program, 1983 to 1984

UNIVERSITY OF ILLINOIS

University Level

- Honorary Degrees Committee, 1980 to 1983 (Chairman, 1982 and 1983)
- Statistics Programs Advisory Committee, Graduate College, 1980 to 1983
- Promotion and Tenure Committee, 1979 to 1984
- Title XII Policy Committee, 1979 to 1982
- Research Management Advisory Committee, Graduate College, 1979 to 1981
- Chancellor's Allerton Conference Committee, 1979 to 1980
- Graduate Study Committee on Statistics Programs, Graduate College, 1978 to 1980
- University Senate, elected from 1977 to 1982
- Senate Committee on Academic Freedom and Tenure, 1977 to 1980
- International Program, Long Range Planning Committee, 1976 to 1981
- Research Tools and Methods Committee, Graduate College, 1974 to 1978 (Chairman).Executive Committee, Graduate College, 1974 to 1976
- Executive Committee, Office of West European Studies, 1973 to 1977
- Study Committee of Programs Evaluation (SCOPE), 1972 to 1973

College Level

- Search Committee, Director of Executive Development Programs, 1975 to 1976
- Search Committee, Department of Accountancy Headship, 1973 to 1974
- College Executive Committee, elected several times between 1971 and 1983
- Ph.D. in Business Program Committee, 1969 to 1972

Department Level

- Department Head Search Committee, 1980 to 1981
- Chairperson, IBE Distinguished Professorship Search Committee, 1979 to 1982
- Departmental Advisory Committee, elected several times between 1973 and 1981
- Acting Head of the Department, 1970 to 1972 and 1978

PUBLIC SERVICE

Editorial Board Member

- Journal of Customer Behavior, 2002 to present
- Journal of Marketing Theory, 2000 to present
- Journal of Relationship Marketing, 1999 to present
- Journal of Strategic Marketing, 1998 to present
- Journal of Service Research, 1998 to present
- Customer Relationship Management Journal, 1998 to present
- Journal of International Marketing, 1998 to present
- Journal of the Academy of Marketing Science, 1980 to 2000
- Journal of Marketing, 1970 to 2000

Ad hoc Reviewer

- Decision Sciences
- Journal of Applied Psychology
- National Science Foundation
- Reviewer of Conference Papers for:
 - Academy of Marketing Science
 - American Marketing Association
 - Academy of International Business
 - Association for Consumer Research
- Reviewer of Doctoral Dissertation Competition for:
 - American Marketing Association
 - Academy of Marketing Science

Series Editor

- Legends in Strategic Marketing (LISM), Sage India, 2017 to present
- Legends in Consumer Behavior (LICB), Sage India, 2015 to present
- Legends in Marketing (LIM), Sage India, 2010 to present
- Advances in Telecommunications Management (JAI Press), 1988 to 1991
- Research in Consumer Behavior (JAI Press), 1983 to 1985
- Research in Marketing (JAI Press). 1976 to 2000

OTHER PUBLIC SERVICES

Conference Co-chair

- Conference Patron, Social Media Marketing, WE School & AIM, 2014
- Conference Co-chair, Tapping into the Potential of Emerging Markets, MRSI and AIM, 2014
- Conference Co-chair, AIM-AMA Sheth Foundation Doctoral Consortium, 2012 to 2018
- Conference Co-chair, Marketing for Emerging Markets, Academy of Indian Marketing, 2010 to 2018
- Conference Co-chair, 1st International Conference on CRM, NDI, Delhi, India, 2000
- Conference Co-chair, Fifth Research Conference on Relationship Marketing, 2000
- Conference Co-chair, Fourth Research Conference on Relationship Marketing, 1998
- Conference Co-chair (with Albrecht Schollner), Emory-Berlin University Conference on Relationship Marketing, 1997
- Track Co-chair, First International Conference of AMA, Dublin, 1997
- Conference Co-chair, Third Research Conference on Relationship Marketing, 1996
- Track Co-chair, American Marketing Association Educators' Conference, Summer 1996
- Co-editor, Special Issue, International Business Review, Spring 1996
- Co-chair, AMA Faculty Consortium on Relationship Marketing, 1994
- Conference Co-chair, Second Research Conference on Relationship Marketing, 1994
- Chair, Special Interest Group on Relationship Marketing, AMA, 1993 to present
- Trustee, American Marketing Association Foundation, 1993 to present
- Track Chair, American Marketing Association Summer Educators' Conference, 1993
- Founder, Madhuri & Jagdish N. Sheth Foundation, 1992
- Conference Co-Chair, Relationship Marketing Conference, Emory University, April 1992
- Program Chair, Academy of Marketing Science, 1991
- Advisor, NTIA on Telecom 2000 Report, 1989

- Conference Co-chair (with Robert Pitts), AMA/De Paul University Workshop on Cross-cultural Marketing, 1986 to 1987
- Program Co-chair (with Chin Tiong Tan), First International Conference, Association for Consumer Research, Singapore 1985
- Program Co-chair (with Gary Frazier), Walter H. Stellner Symposium on Marketing, University of Illinois, 1985
- Program Chair, Conference on Export Promotion, University of Illinois, 1978
- Program Chair, Fourth International Seminar in Marketing, Aix-en- Provence, France, 1977
- Marketing Track Chair, American Institute and Decision Sciences, National Conference, 1976
- Program Chair, American Psychological Association (Division 23), 1975
- Program Co-chair (with Peter Wright), National Conference on Social Marketing, University of Illinois, 1973
- Program Chair, AMA Doctoral Consortium, 1971
- Program Committee, AMA Educators Conference, 1970
- Program Co-chair (with William D. Wells), AMA Workshop on Multivariate Methods, University of Chicago, 1970.
- Program Chair, Conference on Buyer Behavior, Columbia University, 1969.

EXECUTIVE EDUCATION

Hundreds of presentations in at least 20 countries on different topics in marketing, leadership, competitive strategy, global competition, changing demographics, futures research, geopolitical realignment of nations, customer satisfaction, relationship marketing, innovation, and multivariate statistics.

Have custom designed seminars and curricula for numerous industries, including telecommunications, in the areas of competitive strategy and positioning for the future.

Participated in executive education programs at Harvard, MIT, Columbia, Illinois, USC, Wharton School and Emory University.

CONSULTING AND ADVISORY SERVICES (among others):

Agriculture

MONSANTO

CPG

GENERAL FOODS

Automotive

AEROQUIP

FORD

GENERAL MOTORS

3M

GENERAL MILLS

JOHNSON WAX

JOHNSON WORLDWIDE ASSOCIATES

Lego

PILLSBURY

Reynolds

UNITED BREWERIES (Tuborg/Carlsberg Beer)

Energy

AMOCO

AMERICAN PETROLEUM INSTITUTE

CON EDISON OF NEW YORK

EXXON MOBILE

GAS AUTHORITY OF INDIA (GAIL)

NEW YORK STATE ELECTRIC AND GAS
CORPORATION (NYSEG)

OKLAHOMA GAS & ELECTRIC

PETROLITE

SOUTHERN COMPANY

Health Care/Pharmaceuticals

ELI LILLY & CO.

MALLINCKRODT

MARION MERELL DOW

MERCK

PFIZER

JOHNSON & JOHNSON

SHASUN CHEMICAL & DRUGS

Professionals Services/Marketing - Management Consulting

BECHTEL

ERNST & YOUNG

GEMINI CONSULTING

J. WALTER THOMPSON

KURT SALMON ASSOCIATES

PRICEWATERHOUSECOOPERS

YOUNG & RUBICAM

Conglomerate

ADITYA BIRLA GROUP (India)

AVANTA GROUP

GENERAL ELECTRIC

TATA GROUP (India)

RPG GROUP (India)

Defense

BAE SYSTEMS

GENERAL DYNAMICS

ROCKWELL

Financial Services/Insurance

ALLSTATE INSURANCE

AMERICAN EXPRESS

BLUE CROSS/BLUE SHIELD

BYN Mellon Bank

CITICORP

CONNECTICUT MUTUAL

COUNTRY COMPANIES

JOHN HANCOCK

STATE FARM

Manufacturing

ALCOA

RPG INDUSTRIES

ROCK TENN

ROCKWELL INTERNATIONAL

SESCO

3M

SQUARE D (Schneider Electric)

WHIRLPOOL

Telecommunications

AMERITECH

AT&T

B.C. TELEPHONE (Canada)

BELL ATLANTIC

Technology (IT)

ADAPTIVE BROADBAND
CALIFORNIA MICROWAVE
COMSTREAM
GENERAL DYNAMICS
INGRAM MICRO, INC.
STC, INC.
WIPRO LIMITED (India)

Telecommunications con't

TEKTRONIX
SPRINT (UNITED TELEPHONE)
TDS, INC.
TELECOM CANADA
U.S. WEST
UNITED TELEPHONE

BELL LABORATORIES

BELL OPERATING COMPANIES
BELLSOUTH
BSNL (India)
CABLE & WIRELESS
CINCINNATI BELL
COX COMMUNICATIONS
EDISON INTERNATIONAL
LOCKHEED MARTIN
FEDERAL COMMUNICATIONS
COMMISSION (FCC)
HONG KONG TELEPHONE
KPN NETHERLANDS
LUCENT TECHNOLOGIES
NORTHERN TELECOM
NYNEX
SINGAPORE TELEPHONE (Singapore)
SO. NEW ENGLAND TELEPHONE CO.
SOUTHWESTERN BELL
NORTHROP
PHILIPS (Netherlands)

GOVERNMENT ADVISOR

- Economic Development Board, Singapore
- NTIA, Dept. of Commerce, U.S.A.
- Department of Transportation, U.S.A.
- Georgia Public Service Commission

BOARD MEMBERSHIP

- Norstan, Inc. (NASDAQ) 1997 to 2005
- Wipro Limited (NYSE) 1999 to 2015
- PacWest Telecomm, Inc. (NASDAQ) 2000 to 2004
- Shasun Chemicals & Drugs (India) 2001 to present
- Cryo-Cell International (NASDAQ) 2002 to 2008
- Shasun Pharma Solutions Limited (UK) 2007 to present
- Adayana, Inc. 2004 to 2008
- Manipal Acunova Private Limited 2006 to 2008

Non-Profit Boards

- World Affairs Council of Atlanta, 2012 to present
- Community Foundation of Greater Atlanta, 2013 to 2016
- Sheth Foundation, Board of Trustees, 2002 to present
- Sheth Family Foundation (President), 2012 to present
- Georgia Indo-American Chamber of Commerce (GIACC), 2001 to 2004
- AMA Foundation, Board of Trustees, 1995 to 2003
- Academy of Marketing Science (Board of Governors), 1994 to present
- Association for Consumer Research (President), 1994
- Center for Telecommunications Management, Board Member, USC since 1985
- Advisory Council Member, ISR, University of Michigan, 1978 to 1981
- American Psychological Association, Consumer Psychology Division (President), 1978

ORGANIZATIONAL DEVELOPMENT

Founder and Director of the Center for Telecommunications Management (CTM), University of Southern California 1985 to 1990. Founded a management center for the telecommunications industry at USC to encourage academic-industry exchange on strategic market issues of the industry.

CTM provides executive education, conducts academic research, offers national research grants to doctoral students, organizes research conferences, and publishes research papers and monographs. Its unique activity is Telecom Outlook which provides long-term forecasts on regulation, competition, customers, technology and international events and issues appropriate for the telecommunications industry.

Founder and Director of the Center for Relationship Marketing, Emory University, 1993. The Center is a worldwide academic Center for research on supplier, customer, internal and alliance relationship; and organizes academic gatherings, research conferences, contractual industry research, as well as practice-oriented conferences.

PUBLICATIONS

BOOKS AUTHORED

1. Genes, Climate and Consumption Culture: Connecting the Dots, Emerald Publishing, 2017, pp. 243.
2. Sustainability Edge (with Suhas Apte), University of Toronto Press, 2016, pp. 244.
3. Breakout Strategies for Emerging Markets (with Mona Sinha and Reshma Shah), Pearson Education, 2016, pp. 215.

4. The Accidental Scholar (with John Yow), Sage Response, India, 2014, 257 pages
5. The Business School in the 21st Century (with Howard Thomas and Peter Lorange), Cambridge University Press, 2013, (282 pages)
6. 4 A's of Marketing: Creating Value for Customers, Companies and Society (with Rajendra Sisodia), Routledge, 2012, pp. 209
7. Chindia Rising: How China and India Will Benefit Your Business, Tata McGraw Hill, India, 2008 and 2011 (updated Edition)
8. The Self-Destructive Habits of Good Companies and How to Break Them, The Wharton Publishing Group, 2007, pp. 270
9. Deregulation and Competition: Lessons from the Airline Industry, (with Fred C. Allvine, Can Uslay and Ashutosh Dixit), Sage Publications, 2007, pp. 344.
10. Firms of Endearment: The Pursuit of Purpose and Profit, (with Rajendra Sisodia and David Wolfe), The Wharton Publishing Group, Fall 2006, pp. 284
11. Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets (with Rajendra Sisodia), Sage India, 2006, pp. 350.
12. Customer Relationship Management: A Strategic Perspective (with G. Shainesh), McMillian India Ltd. 2006, pp. 198.
13. Customer Behavior: A Managerial Perspective (with Banwari Mittal), Thomson/Southwestern Publishing, 2004, 2nd edition, pp. 487.
14. Customer Behavior: Consumer Behavior and Beyond (with Robert Widing and others) Thomson, (Pacific Rim Edition), 2003, pp. 560.
15. The Rule of Three: Surviving and Thriving in Competitive Markets (with Rajendra Sisodia) Free Press, 2002, pp. 277. (translated into several languages including German, French, Japanese and Chinese).
16. ValueSpace: Winning the Battle for Market Leadership (with Banwari Mittal), McGraw Hill, 2001, pp. 265.
17. Internet Marketing, (with Abdolreza Eshghi and Balaji Krishnan), Dryden Press, 2000.
18. Clients for Life, (with Andrew Sobel), Simon & Schuster, 2000.
19. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1999 (300 pages).

20. Customer Behavior: Consumer Behavior and Beyond, (with Banwari Mittal and Bruce Newman), Dryden Press, 1998 (800 pages).
21. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1997.
22. A Strategic Vision of the Wireless Industry: Communications Unbound, (with Rajendra Sisodia), IEC, 1997.
23. The Consolidation of the Information Industry, (with Rajendra Sisodia), IEC, 1996.
24. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1996.
25. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1995.
26. Telecom Outlook Report, (with Massaid Saghafi and Robert Janowiak), Center for Telecommunications Management, USC 1994.
27. Consumption Values and Market Choices: Theory and Applications, Southwestern Publishing Co., 1991, pp. 218 (with Bruce Newman and Barbara Gross).
28. Marketing Theory: Evolution & Evaluation, John Wiley and Sons, 1988, pp. 231 (with David Gardner and Dennis Garrett).
29. Bringing Innovation to Market, John Wiley and Sons, (November 1987), 225 pages (with S. Ram).
30. The Customer is Key, John Wiley and Sons (November 1987), 225 pages (with Milind Lele).
31. A Theory of Political Choice Behavior, Prager Books, 1986, 190 pages (with Bruce Newman).
32. Winning Back Your Market, John Wiley and Sons (November 1984), 228 pages.
33. The Theory of Buyer Behavior, John Wiley and Sons, 1969 (with J. A. Howard).

BOOKS EDITED

1. Series Editor: Legends in Marketing (Gerald Zaltman), Sage India, 2018.
2. Series Editor: Legends in Consumer Behavior (C. W. Park), Sage India, 2018.
3. Series Editor: Legends in Strategic Marketing (Paul Green), Sage India, 2017.
4. Series Editor: Legends in Strategic Marketing (Rajan Varadarajan), Sage India, 2017.
5. Legends in Marketing (Seven Volumes), Sage, 2011.
6. Does Marketing Need Reform?(with Rajendra Sisodia) (editors), M.E. Sharpe, 2006, pp. 352.
7. Customer Relationship Management (Editor with G. Shainesh and Atul Parvatiyar), Tata-McGraw Hill India, 2001, pp. 554.
8. Handbook of Relationship Marketing, (with Atul Parvatiyar), Sage Publications, 2000 (660 pages).
9. Contemporary Knowledge of Relationship Marketing, (with Anil Menon), 1998 Research Conference Proceedings, Center for Relationship Marketing, Emory Univeristy, 1998.
10. Research in Marketing, (with Atul Parvatiyar), Vol. 14, JAI Press, 1998.
11. Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 13, JAI Press, 1997.
12. Contemporary Knowledge of Relationship Marketing, (with Atul Parvatiyar), Third Research Conference, Center for Relationship Marketing, Emory University, 1996.
13. Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 12, JAI Press, 1995.
14. Research in Marketing (Supplemental 6). Explanations in the History of Marketing (Series Editor), JAI Press, 1994.
15. Advances in Telecommunications Management (Vol. 4). Strategic Perspective on the Marketing of Information Technologies (Series Editor), JAI Press, 1994.
16. Relationship Marketing: Theory Methods and Applications, Second Research Conference Proceedings, (with Atul Parvatiyar), Center for Relationship Marketing, Emory University, 1994.
17. Advances in Telecommunications Management, Vol. 4, (with Gary Frazier), JAI

Press, 1994.

18. Research in Marketing (editor), Vol. 11, JAI Press, 1992.
19. Advances in Telecommunications Management, Vol. 3, (with Gary Frazier), JAI Press, 1990.
20. Advances in Telecommunications Management, Vol. 2, (with Gary Frazier), JAI Press, 1990.
21. Advances in Telecommunications Management, Vol. 1, (with Gary Frazier), JAI Press, 1990.
22. Global Macroeconomic Perspectives, Southwestern Publishing Co., 1990, pp. 201 (with Abdolreza Eshghi).
23. Global Microeconomic Perspectives, Southwestern Publishing Co., 1990, pp. 169 (with Abdolreza Eshghi).
24. Global Organizational Theory Perspectives, Southwestern Publishing Co., 1990, pp. 216 (with Golpira Eshghi).
25. Research in Marketing, Vol. 10, JAI Press, 1990.
26. Global Marketing Perspectives, Southwestern Publishing Co., 1988, pp. 186 (with Abdolreza Eshghi).
27. Global Strategic Management Perspectives, Southwestern Publishing Co., 1988, pp. 174 (with Golpira Eshghi).
28. Global Financial Perspectives, Southwestern Publishing Co., 1988, pp. 171 (with Abdolreza Eshghi).
29. Global Operations Perspectives, Southwestern Publishing Co., 1988, pp. 147 (with Golpira Eshghi).
30. Global Accounting Perspectives, Southwestern Publishing Co., 1988, pp. 174 (with Abdolreza Eshghi).
31. Global Human Resource Perspectives, Southwestern Publishing Co., 1988, pp. 173 (with Golpira Eshghi).
32. Contemporary Views on Marketing Practice, Lexington Books, 1987, pp. 282 (with Gary Frazier).
33. Research in Consumer Behavior, Vol. 2, JAI Press, 1987 (with Elizabeth Hirschmann).

34. Research in Marketing, Vol. 9, JAI Press, 1987.
35. Marketing Management: A Comprehensive Reader, Southwestern Publishing Company, 1986, 1026 pages (with Dennis Garrett).
36. Marketing Theory: Classic and Contemporary Readings, Southwestern Publishing Company, 872 pages (with Dennis Garrett).
37. Political Marketing: Readings and Annotated Bibliography, American Marketing Association (with Bruce Newman), 1986.
38. Research in Marketing, Vol. 8, JAI Press, 1986.
39. Historical Perspective in Consumer Research: ACR Proceedings, National University of Singapore, July 1985 (with Chin Tiong Tan).
40. Research in Marketing, Vol. 7, JAI Press (June 1985), 288 pages (with Elizabeth Hirschmann).
41. Research in Consumer Behavior, Vol. 1, JAI Press (April 1985), 321 pages.
42. Research in Marketing, Vol. 6, JAI Press (January 1983), 282 pages.
43. Research in Marketing, Vol. 5, JAI Press (January 1982), 282 pages.
44. Research in Marketing, Vol. 4, JAI Press (January 1981), 264 pages.
45. Research in Marketing, Vol. 3, JAI Press (January 1980), 303 pages.
46. Export Marketing: Lessons from Europe (March 1981), BEBR, University of Illinois, 350 pages (with H. M. Schoenfeld).
47. Research in Marketing, Vol. 2, JAI Press (June 1979), 357 pages.
48. Research in Marketing, Vol. 1, JAI Press (1978).
49. Consumer and Industrial Buying Behavior, American Elsevier, 1977, 523 pages (with Arch Woodside and Peter Bennett).
50. Multivariate Methods for Market and Survey Research, American Marketing Association, 1977, 388 pages.
51. Models of Buyer Behavior: Conceptual, Quantitative and Empirical, Harper and Row, 1974, 441 pages.
52. Multinational Business Operations: Advanced Readings, Goodyear Publishing

Company, 1973 (with S. P. Sethi):

Volume 1: Environmental Aspects of Operating Abroad

Volume 2: Long Range Planning, Organization and Management

Volume 3: Marketing Management

Volume 4: Financial Management

53. Marketing Analysis for Societal Problems, BEBR, University of Illinois, 1972, 270 pages (with Peter Wright).

ARTICLES/PARTS OF BOOKS (CHAPTERS)

1. Sinha, Mona (2018), "Growing the Pie in Emerging Markets: Marketing Strategies for Increasing the Ratio of Non-users to Users," *Journal of Business Research*, May (pp 217-224).
2. "Business Marketing for Serving Low Income Consumers in Emerging Markets" with Jaqueline Pels (*Marketing Theory*), Vol. 17 Issue 3, pp. 373-391.
3. "Do Brands Compete or Coexist? How Persistence of Brand Loyalty Segments the Market" with Anthony Koschmann, in *European Journal of Marketing*, Vol 53(1), pp 1-19.
4. "Do Brands Compete or Coexist? A Response to Responses" *Journal of European Marketing*, Vol 53(1), pp 31-36.
5. "Brand Line Extension - Creating New Loyalties of Internal Variety Seeking" with Anthony Koschmann, in *Journal of Brand Management*, Vol 27(4), pp 351-362.
6. "Climate, Culture and Consumption: Connecting the Dots" in Michael Solomon and Tina Lowry *Handbook of Consumer Behavior*. 2017. Pp. 14-18.
7. "Value Core" *Smart Manager*, vol. 16, September-October 2017, pp. 34-37.
8. "A Multi-Stage Model of Adoption of Online Buying in India," (with Jeyachandran Rajaretnam) in *Journal of Global Marketing* September 2017, (posted online on September 29, 2017).
9. Business Models to Serve Low Income Consumers in Emerging Markets (2017) *Marketing Theory*, Vol. 17, Issue 3, pp. 373-391.
10. "Developing the Sustainability Edge" (with Suhas Apte), *Leader to Leader*, Summer 2017, pp. 48-53.
11. "Extending the Extended Self in the Digital World" (with Michael Solomon), *Journal of Marketing Theory & Practice*, Volume 22, No. 2, (Spring 2014), pp.

123-132.

12. The Conceptual Foundations of Relationship Marketing: Review and Synthesis" (with Atul Parvatiyar and Mona Sinha), Economic Sociology, the European electronic newsletter, Volume 13 (Number 3), July 2012, pp. 4-26.
13. "The Resurgence of India: Triumphs of Institutions over Infrastructure" (with Gopal Krishnan Iyer and Arun Sharma), Journal of Macromarketing, Volume 32 (Number 3), September 2012, pp. 309-318.
14. "The Double Helix of Marketing: The Complimentary Relationship Between Marketing History and Marketing Theory," Marketing Theory, Volume 11, December 2011, pp. 503-505.
15. Sheth, Jagdish N., "Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices", Journal of Marketing, Vol. 75, (July 2011), pp. 166-182.
16. Sheth, Jagdish N., Nirmal Sethia and Shanthi Srinivas (2011), "Mindful Consumption: A Customer Centric Approach to Sustainability", Journal of the Academy of Marketing Science, Vol. 39, pp. 21-39.
17. Sheth, Jagdish N., "Reflections on Vargo and Lusch's Systems Perspective", Industrial Marketing Management, Vol. 40, No. 2 (2011), pp. 197-198.
18. India's Comparative Advantages and Challenges", Emerging India Summit, Emory University, March 2011.
19. "Innovate or Adapt?", Harvard Business Review, 2011.
20. "Entrepreneurship? The Real Competitive Advantage of a Nation" in Corporate Dossier, Economic Times, 2011.
21. Arun Sharma and Jagdish N. Sheth (2010), "A Framework of Technology Mediation in Consumer Selling: Implications for Firms and Sales Management", Journal of Personal Selling and Sales Management, Vol. 30, No. 2 (Spring 2010), pp. 121-129.
22. Uslay, Can, Robert E. Morgan and Jagdish N. Sheth (2009), "Peter Drucker on Marketing: An Exploration of Five Tenets", Journal of Academy of Marketing Science, 37(1), pp. 47-60.
23. Sheth, Jagdish N., Arun Sharma and Gopal Krishnan Iyer (2009), "Why Integrating Purchasing with Marketing is Both Inevitable and Beneficial", Industrial Marketing Management, 33(8), pp. 865-871.
24. "The Call Center Couple: India's New Middle Class", Corporate Dossier,

Economic Times, January 2009.

25. "Unlocking India's Potential", *India Today*, October 2008.
26. Sheth, Jagdish N. and Arun Sharma (2008), "The Impact of Transitioning from Products to Services in Business and Industrial Markets on the Evolution of the Sales Organization", *Industrial Management*, Vol. 37 (2008), pp. 260-269.
27. Uslay, Can and Jagdish N. Sheth (2008), "Exploring the Relationship Between Market Orientation, Entrepreneurial Orientation and Learning Orientation", *UIC Research Symposium on Marketing and Entrepreneurship*, Stockholm.
28. Sheth, Jagdish N., Can Uslay and Rajendra Sisodia, "Globalization of Markets and the Rule of Three" (2008) in *Marketing: Metaphors and Metamorphosis*, Phil Kitchen (ed.) London, UK: Palgrave-Macmillan, pp. 26-41.
29. Sheth, Jagdish N. and Arun Sharma, "Relationship Management" in *Handbook of Global Supply Chain Management*, in John T. Mentzer, Matthew B. Meyers and Theodore P. Stank (eds.) Sage Publications, 2007, pp. 361-370.
30. Sheth, Jagdish N. and Arun Sharma, "Evolution of the Sales Force in a Global Economy" in Olaf Plotner and Robert E. Spekman (eds.), *Bringing Technology to Market*, John Wiley and Sons, 2007, pp. 77-86.
31. Sheth, Jagdish N., "Emerging Research Opportunities for Doctoral Students in B-to-B Marketing", *Journal of Business to Business Marketing*, Vol. 14 (1), 2007, pp. 13-22.
32. Sheth, Jagdish N. and Can Uslay, "Implications of the Revised Definition of Marketing: From Exchange to Value Creation", *Journal of Public Policy and Marketing*, Vol. 22 (2), 2007, pp. 302-307.
33. Sheth, Jagdish N. and Arun Sharma, "E-Services – A Framework for Growth", *Journal of Value Chain Management*, 1, 1/2, 2007, pp. 7-12.
34. "Marketing's Final Frontier: The Automation of Consumption" (with Rajendra Sisodia) in Sheth & Sisodia (eds.) *Does Marketing Need Reform?*, M.E. Sharpe, 2006, pp. 180-190.
35. "How to Reform Marketing" (with Rajendra Sisodia) in Sheth and Sisodia (eds.) *Does Marketing Need Reform?*, M.E. Sharpe, 2006, pp. 324-334.
36. "The Image of Marketing" (with Rajendra Sisodia and Adina Barbulescu) in *Does Marketing Need Reform?*, Sheth and Sisodia (eds.), M.E. Sharpe, 2006, pp. 26-36.
37. "A Dangerous Divergence: Marketing and Society" (with Rajendra Sisodia),

- Journal of Public Policy and Marketing, Vol. 24, Issue 1, May 2005, pp. 160-162.
38. "Does Marketing Need Reform?" (with Rajendra Sisodia), Journal of Marketing, Vol. 69, No. 4, October 2005, pp. 10-12.
 39. "How Competition Will Shape Indian Markets" (with Rajendra Sisodia and G. Shainesh), Journal of Marketing and Communication, Vol. 1, No. 1 (2005), pp. 1-17.
 40. "Why Good Companies Fail" (with Rajendra Sisodia), European Business Forum, Issue 22, Autumn 2005, pp. 25-30.
 41. "Customer Relationship Management: The Strategic Imperatives" (with G. Shainesh) in Revue Francais du Marketing, (in French), Vol. 215, No. 202, May 2005, pp. 85-97.
 42. "International e-Marketing: Opportunities and Issues" (with Arun Sharma), International Marketing Review, Vol. 22, No. 6, 2005, pp. 611-622.
 43. "Tectonic Shift: The Realignment of Nations and the Rise of Regional Super States" FSO Magazine, (2004) Vol. 1, No. 3.
 44. "Making India Globally Competitive" Vikalpa, Vol. 29, No. 4 (October-December 2004), pp. 1-9.
 45. "Web-based Marketing: The Coming Revolution in Marketing Thought and Strategy" (with Arun Sharma), Journal of Business Research, Vol. 57 (2004), pp. 696-702.
 46. "Behavioral Approaches to Industrial Marketing: Extant and Emerging Research (with Arun Sharma), Klaus Backhaus and Klaus Backhaus (eds.) in Handbook of Industrial Marketing, Gabler Verlag, pp. 147-174.
 47. "Till Death Do Us Part...But Not Always: Six Antecedents to a Customer's Relational Preference in Buyer-Seller Exchanges", (with Reshma Shah), Industrial Marketing Management, Vol. 32, No. 8, November 2003, pp. 627-631.
 48. "The Future of Marketing" (with Rajendra Sisodia) in Philip Kitchen (ed.) The Future of Marketing: Critical 21st Century Perspectives, Palgrave McMillian, 2003, pp. 140-162.
 49. "A Generic Concept of Customer Behavior", Journal of Customer Behavior, Vol. 1 (2002), pp. 7-18.
 50. "The Future of Relationship Marketing", Journal of Services Marketing, Vol. 16, No. 7, (2002), pp. 590-592.

51. "The Seismic Impact of Technology", (with Rajendra Sisodia) *Optimize*, February 2002, pp. 1-5.
52. "The Rule of Three in Europe", European Business Forum, (with Rajendra Sisodia) Issue 10, Summer 2002, pp. 53-58.
53. "Competitive Markets and the Rule of Three" (with Rajendra Sisodia), Ivey Business Journal, September/October 2002.
54. "Marketing Productivity: Issues and Analysis" (with Rajendra Sisodia), Journal of Business Research, Volume 55 (2002), pp. 349-362.
55. "Customer Relationship Management: Emerging Practice, Process and Discipline" (with Atul Parvatiyar), *Journal of Economic and Social Research*, Volume 3, (No. 2), 2001, pp. 1-34.
56. "Evolving Relationship Marketing into a Discipline" (with Atul Parvatiyar), Journal of Relationship Marketing, Vol. 1, No. 1, 2001.
57. "From International to Integrated Marketing," (with Atul Parvatiyar) in International Marketing Review, Vol. 18, No. 1, 2001, pp. 16-29.
58. "The Soul of the Great Professional" (with Andrew Sobel), Consulting Management, Vol. 11, No. 2, September 2000, pp. 9-15.
59. "Marketing's Final Frontier: The Automation of Consumption" (with Rajendra Sisodia) in Defying the Limits, Montgomery Research, Inc., 2000) pp. 63-69.
60. "Future Perfect: Assisted Living for All?" (with Rajendra Sisodia) in Defying the Limits, Montgomery Research, Inc., 2000) pp. 63-69.
61. "The Antecedents and Consequences of Customer Centric Marketing" (with Rajendra Sisodia and Arun Sharma) Journal of the Academy of Marketing Science, Volume 28, No. 1, (Winter 2000), pp. 55-66.
62. "The Domain and Conceptual Foundations of Relationship Marketing" (with Atul Parvatiyar) in Sheth and Parvatiyar (eds) Handbook of Relationship Marketing, (Sage Publications, 2000), pp 3-38.
63. "Relationship Marketing: A Paradigm Shift or Shaft?" in Sheth and Parvatiyar (eds) Handbook of Relationship Marketing, (Sage Publication, 2000) pp 609-620.
64. "Consumer Behavior" in Marketing: Best Practices, Dryden Press, 2000, pp 136-175.
65. "Outsourcing Comes Home" (with Rajendra Sisodia) Wall Street Journal, June 28, 1999.

66. "Iridium's 66 Pies in the Sky" (with Rajendra Sisodia), 9 pages (abridged published in WSJ in August 1999).
67. "Revisiting Marketing's Lawlike Generalizations" (with Rajendra Sisodia) Journal of the Academy of Marketing Science, Volume 27 (Winter 1999), pp. 71-87.
68. "Is Your IT Architecture Upside Down?" (with Rajendra Sisodia) in CIO Magazine, November 15, 1999, pp. 84-88.
69. "High Performance Marketing in the 21st Century" (with Rajendra Sisodia) in Brand Equity Economic Times, 1999 (3 part series).
70. "The Future of Wireless Industry" in 1999 Annual Review of Communications, IEC (Chicago), pp. 165-170.
71. "The Future of Retailing," (with Rajendra S. Sisodia), Financial Times, Series of Managing Marketing, October 19, 1998.
72. "Consumer Behavior in the Future", (with Rajendra Sisodia in Robert Peterson (ed), Electronic Marketing and the Consumer, Sage Publications, 1997, pp. 17-37.
73. "The Health of the Health Care Industry: A Report Card From American Consumers", (with Banwari Mittal), Health Care Marketing, AMA-Winter 1997, pp. 29-35.
74. "Communications Outlook: Competition, Growth and Consolidation", (with Robert Janowiak and Massoud Saghafi), in Annual Review of Communications, IEC, 1997, pp. 219 - 227.
75. "Paradigm Shift in Interfirm Marketing Relationships: Emerging Research Issues", (with Atul Parvatiyar), Research in Marketing, Vol. 13, JAI Press, 1997, pp. 233-250.
76. "Supplier Relationships: Emerging Issues and Challenges", (with Arun Sharma), Industrial Marketing Management, Vol. 26, 1997, pp. 91-100.
77. "Relationship Marketing: An Agenda for Research", (with Arun Sharma), Industrial Marketing Management, Vol. 26, 1997, pp. 87-90.
78. "The Relationship Orientation of Firms: A Framework for Analysis" (with Arun Sharma), paper presented at the AMA Relationship Marketing Conference, Dublin, Ireland, 1997.
79. "Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices in Hospitals," (with G. M. Naidu, Atul Parvatiyar, and Lori

- Westgate) (in press, Journal of Business Research, 1998).
80. "Instilling Social Responsibility Through Marketing Research Field Projects," (with C. Bhattacharya), Marketing Education Review, Vol. 6, Summer 1996, pp. 23-31.
 81. "Securing Customer Loyalty," (with Banwari Mittal), GAMA News Journal, May-June 1996, pp. 4-7.
 82. "Becoming a World Class Customer," Strategic Purchasing: Sourcing for the Bottomline, Conference Board, 1996, pp. 11-13.
 83. "A Framework for Managing Customer Expectations," (with Banwari Mittal), Journal of Market Focused Management, Vol 1, 1996, pp. 137-158.
 84. "Organizational Buying Behavior: Past Performance and Future Expectations," in Journal of Business and Industrial Marketing, Vol 2, 1996, pp. 7-24.
 85. "The Evolution of Relationship Marketing," (with Atul Parvatiyar), International Business Review, Vol 4, 1995, pp. 397-418.
 86. "An Experimental Approach to Investigating Satisfaction and Continuity in Marketing Alliances," (with Prem Shamdasani), European Journal of Marketing, Vol 29, 1995, pp. 6-23.
 87. "Relationship Marketing in Consumer Markets: Antecedents and Consequences," (with Atul Parvatiyar), Journal of the Academy of Marketing Science, Vol. 23, No. 4, pp. 255-271.
 88. "Feeling the Heat," (with Rajendra Sisodia), Marketing Management, Vol. 4, No. 2, (Fall 1995), pp. 9-23.
 89. "Feeling the Heat - Part 2," (with Rajendra Sisodia), Marketing Management, Vol 4, No. 3, (Winter 1995), pp. 19-33.
 90. "Growth, Productivity and the Visible Hand: An Interview with Jagdish N. Sheth," Journal of Asia-Pacific Business, Vol. 1, 1995, pp. 1-11.
 91. "Ecological Imperatives and the Role of Marketing," (with Atul Parvatiyar), Michael J. Polonsky and Alma T. Mintu Wimsatt (eds.), Environmental Marketing, The Haworth Press, New York, 1995, pp. 3-20.
 92. "The Reincarnation of International Marketing," International Business: An Emerging Vision, USC Press, 1995, pp. 41-47.
 93. "Improving Marketing Productivity," (with Rajendra Sisodia), in Jeffrey Heilbrunn (ed.), Marketing Encyclopedia, NTC Books, 1995, pp. 217-237.

94. "Cellular Communications: The First Decade," (with Rajendra Sisodia), Annual Review of Communications, 1995, IEC, pp. 795-801.
95. "Cellular Communications: What's Ahead," (with Rajendra Sisodia), Annual Review of Communications, 1995, IEC, pp. 802-810.
96. "Paradigm Shift in Marketing Theory and Approach: The Emergence of Relationship Marketing," (with Atul Parvatiyar), in Relationship Marketing: Theory, Methods and Applications, Center for Relationship Marketing, 1994, (two page abstract). Full paper to be submitted to a major journal.
97. "Toward a Theory of Alliance Governance," (with Atul Parvatiyar), in Relationship Marketing: Theory Methods and Applications, Center for Relationship Marketing 1994, (two page abstract). Full paper to be submitted to a major journal.
98. "Convergence: Driving the Information Industry Evolution," (with Bill Wallace), Transformation, Spring 1994, pp. 2-9.
99. "A Normative Model of Retaining Customer Satisfaction," in J. Sudharshan and Kent Monroe, (eds.) P.D. Converse Awards Symposium in Marketing, American Marketing Association, (forthcoming), 1994.
100. "An Empirical Study of the Scientific Styles of Marketing Academics," (with Siew Meng Leong and Chin Tiong Tan), in European Journal of Marketing, Vol. 28, 1994, pp. 12-26.
101. "Developing a Curriculum to Enhance Teaching and Research of Relationship Marketing," (with Joseph P. Cannon), Journal of Marketing Education, June 1994, pp. 3-14.
102. "How to Retain Satisfied Customers," GAMA News Journal, July-August 1994, pp. 4-7.
103. "Strategic Importance of Information Technology," in Ruby Roy Dholakia (ed.) Advances in Telecommunications Management, JAI Press, 1994, pp. 3-16.
104. "Technology and New Service Creation," (with Rajendra Sisodia) in R. Johnson and N.D.C. Slack (eds.), Service Operations, 1993, Operations Management Association, U.K., pp. 473-478.
105. "The Information Mall," (with Rajendra S. Sisodia), Telecommunications Policy, July 1993, pp. 376-389.
106. "Overcoming the Barriers to Global Economic Development and the International Flows of People, Products, and Resources: Strategic Recommendations," (with Michael Erony), Telematics and Informatics, Vol. 10, 1993, pp. 41-49.

107. "User-Oriented Marketing for Non-Profit Organizations," in Dennis R. Young and David C. Hammack (eds.) Non-Profit Organizations in a Market Economy, Jossey Bass, 1993, pp. 378-397.
108. "The New Information Industry of the 21st Century," Infovision, National Engineering Consortium, 1993, pp. 20-25.
109. "The Future of Advertising in the Information Age," Infovision, National Engineering Consortium, 1993, pp. 159-164.
110. "Toward a Theory of Macromarketing," Canadian Journal of Administrative Sciences, Vol. 9 (2), 1992, pp. 154-161.
111. "Acrimony in the Ivory Tower: A Retrospective on Consumer Research," Journal of the Academy of Marketing Science, Vol. 20 (4), 1992, pp. 345-353.
112. "Emerging Marketing Strategies in a Changing Macroeconomic Environment: A Commentary," International Marketing Review, Vol. 9 (1), 1992, pp. 57-63.
113. "Toward a Theory of Business Alliance Formation," (with Atul Parvatiyar), Scandinavian International Business Review, Vol. 1 (3), 1992, pp. 71-87.
114. "Why We Buy What We Buy: A Theory of Consumption Values," (with Bruce Newman and Barbara Gross), Journal of Business Research, Vol. 22, 1991, pp. 159-170.
115. "R & D - Marketing Integration," (with Massoud Saghafi), R & D Strategist, Vol. 1, Winter 1991, pp. 15-20.
116. "The R & D/Marketing Interface in the Telecommunications Industry: Actors Perspective," (with Massoud Saghafi and Ashok Gupta), in Advances in Telecom Management, Vol. 1, pp. 163-176.
117. "Hurdling the Barriers to Technological Innovations," (with S. Ram), R & D Strategist, Fall 1990, pp. 4-14.
118. "Segmenting the Health Care Market," in Seymour Fine (ed.) Social Marketing, Allyn & Bacon, 1990, pp. 132-139.
119. "Time Oriented Advertising: A Content Analysis of United States Magazine Advertising 1890-1980," (with Barbara Gross), Journal of Marketing, Vol. 53, October 1989, pp. 76-83.
120. "Consumer Resistance to Innovation: The Marketing Problem and Solution," (with S. Ram), Journal of Consumer Marketing, Vol. 6, No. 2, (1989).
121. "Breaking Barriers to Technological Innovations," in Raymond Smilor (ed.)

Customer Driven Markets. Lessons from entrepreneurial technological companies (Lexington Books), (with S. Ram), (1989), pp. 57-77.

122. "Marketing Barriers to New Product Ventures: The Case of the Entrepreneur," in Gerald Hills (ed.) AMA Symposium on Research Activities in Marketing Entrepreneurship, (with S. Ram), pp. 403-409, 1988.
123. "Changing Demographics and the Future of Graduate Management Education," Selections, Spring 1988, pp. 22-27.
124. "Search for Tomorrow," Public Relations Journal, Vol. 43, December 1987, pp. 22-31, and 51.
125. "Parallel Development of Marketing and Consumer Behavior: A Historical Perspective," (with Barbara Gross), April 1987, The Stan Hollander, Festschrift.
126. "A Normative Theory of Marketing Practice," in Frazier and Sheth (eds.) Contemporary Views on Marketing Practice, (Lexington Books, 1987), pp. 19-32.
127. "A Review of Political Marketing," (with Bruce Newman), Vol. 9, Research in Marketing, JAI Press (1987), pp. 237-266.
128. "A Model of Primary Voter Behavior," Journal of Consumer Research, Vol. 12, (September 1985), (with Bruce Newman), pp. 178-187.
129. "History of Consumer Behavior: A Marketing Perspective," in C. T. Tan and J. N. Sheth (eds.) Historical Perspectives in Consumer Behavior: ACR Singapore Conference, July 1985, pp. 5-7.
130. "An Attitude-Behavior Framework for Distribution Channel Management," (with Gary Frazier), Journal of Marketing, Vol. 49, (Summer 1985), pp. 38-48.
131. "Segmenting the Health Care Market," Group Practice Journal, March/April 1985.
132. "The Strategic Determinacy Approach to Brand Management," (with M. Shaikh and B. Hansotia), Business Marketing, February 1985, pp. 68-69ff.
133. "New Determinants of Competitive Structures in Industrial Markets," in R. E. Spekman and D. T. Wilson (eds.) A Strategic Approach to Business Marketing, 1985, American Marketing Association, pp. 1-8.
134. "Are Cross-National Differences in Consumption Patterns Diminishing?" (with Abdolreza Eshghi), Academy of International Business National Meeting in Cleveland, October 1984.
135. "Group Mission," (with John Pollard), Group Practice Journal, July/August 1984, pp. 12-22.

136. "The 'Gender Gap' in Voter Attitudes and Behavior: Some Advertising Implications," Journal of Advertising, Vol. 13, (1984), pp. 4-16.
137. "Winning Again in the Market Place: Nine Strategies for Revitalizing Mature Products," (with Glenn Morrison), Journal of Consumer Marketing, Vol. 1, (1984), pp. 17-28.
138. "Broadening the Horizons of ACR and Consumer Behavior," in E. Hirschman and M. Holbrook (eds.) Advances in Consumer Research, Vol. 11, 1984 ACR Proceedings.
139. "El Comportamiento del Consumidor," in V. Ortega (ed.) Enciclopedia de dirección v. administration de la Empresa, (with Dennis Garrett), 1984, Ediciones Orbis Barcelona, Spain, pp. 161-180.
140. "Managerial Relevance of Consumer Behavior," in L. R. Bittel and J. E. Ramsey (eds.) Encyclopedia of Professional Management, 1984, Second Edition, McGraw Hill Book Company, (with Dennis Garrett), pp. 168-180.
141. "Government and Business Purchasing: How Similar Are They?" (with R. F. Williams and R. M. Hill), Journal of Purchasing and Materials Management, Vol. 19, (Winter 1983), pp. 7-13.
142. "Cross-Cultural Influences on the Buyer-Seller Interaction/Negotiation Process," Asia Pacific Journal of Management, Vol. 1, (September 1983), pp. 46-55.
143. "Emerging Trends in Retail Industry," Journal of Retailing, Vol. 59, (Fall 1983), pp. 6-18.
144. "Marketing Megatrends," Journal of Consumer Marketing, Vol. 1, (Summer 1983), pp. 5-13.
145. "A Margin-Return Model for Strategic Market Planning," (with Gary Frazier), Journal of Marketing, Vol. 47, (Spring 1983), pp. 100-109.
146. "A Behavioral Model for Strategies of Planned Social Change," Academic Psychology Bulletin, Vol. 5, (March 1983), pp. 92-114.
147. "Cross-Cultural Influences on Buyer-Seller Interaction Process," WWG Information, Vol. 90, (December 1982), pp. 130-135.
148. "A Strategy Mix Model for Planned Social Change," (with Gary Frazier), Journal of Marketing, Vol. 46, (Winter 1982), pp. 15-26.
149. "Reply," Journal of the Academy of Marketing Science, Vol. 10, (Winter 1982), pp. 10-15.

150. "Cross-Cultural Influences on Buyer-Seller Interaction/ Negotiation Process," in P. H. Reingen and A. G. Woodside (eds.), Buyer-Seller Interactions: Empirical Research and Normative Issues, American Marketing Association (1982).
151. "Consumer Behavior: Surpluses and Shortages," in A. Mitchell (eds.), Advances in Consumer Research, Vol. 9, 1982, ACR Proceedings, pp. 13-16.
152. "Determinants of Intention-Behavior Discrepancy in the 1980 Elections," in R. Lutz (ed.), Proceedings of the Division 23 Program, 89th APA Annual Convention, Los Angeles, 1982, pp. 21-22.
153. "Discussion," in A. Mitchell (ed.), Advances in Consumer Research, Vol. 9, 1982, ACR proceedings, pp. 313-314.
154. "History of Marketing Thought: An Update," in R. Bush and S. Hunt (eds.), Marketing Theory: Philosophy of Science Perspective, American Marketing Association, (with David Gardner), 1982, pp. 52-58.
155. "An Integrative Theory of Patronage Preference and Behavior," in W. Darden and R. Lusch (eds.), Patronage Behavior and Retail Management, Elsevier, North Holland (1982), pp. 9-28.
156. "Some Comments on the Triandis Models of Choice Behavior in Marketing," in L. McAlister (ed.), Choice Models for Buyer Behavior, JAI Press (1982), pp. 163-168.
157. "Alternatives to Canonical Correlation Analysis in Consumer Research: A Structural Equation Approach" in G. T. Gorn and M. E. Goldberg (eds.), Proceedings of the Division 23 Program, 88th APA Annual Convention, Montreal, (with Richard Bagozzi and Johnny Johansson), 1981, pp. 59-65.
158. "A Theory of Merchandise Buying Behavior," in R. W. Stampfl and E. E. Hirschman (eds.), Theory in Retailing: Traditional and Nontraditional Sources, American Marketing Association, 1981, pp. 180-189.
159. "Psychology of Innovation Resistance: The Less Developed Concept (LDC) in Diffusion Research," in J. N. Sheth (ed.) Research in Marketing, JAI Press (Greenwich, CT), 1981, pp. 273-282.
160. "Impact on Asking Race Information in Mail Surveys," Journal of Marketing, Vol. 44, (Winter 1980), pp. 67-70.
161. "Identification of Opinion Leaders Across Cultures: An Assessment for Use in the Diffusion of Innovations and Ideas," (with Stephen Cosmas), Journal of International Business Studies, Vol. 11, (Spring/Summer 1980), pp. 66-73.

162. "Research in Industrial Buying Behavior: Today's Needs, Tomorrow's Seeds," Marketing News (April 1980), pp. 10-11 and 15.
163. "Emerging Importance of Export Marketing for U.S. Products," in J. N. Sheth and H. M. Schoenfeld (eds.) Export Marketing: Lessons from Europe, BEBR (Urbana, Ill.), pp. 3-13.
164. "How to Succeed in Export Marketing: Some Guidelines," in J. N. Sheth and H. M. Schoenfeld (eds.) Export Marketing: Lessons from Europe, (with H. M. Schoenfeld), BEBR (Urbana, L), pp. 185-204.
165. "Discussion," in K. B. Monroe (ed.) Advances in Consumer Research, Vol. 8, ACR (Ann Arbor, Michigan), pp. 355-356.
166. "The Future of Market Research Products and Markets," in The Challenge of the Eighties, 32nd ESOMAR Congress (September 1979), pp. 7-20.
167. "Surpluses and Shortages in Consumer Behavior Theory and Research," Journal of the Academy of Marketing Science, Vol. 7, (Fall 1979), pp. 414-427.
168. "How Consumers Use Information," European Research, Vol. 7, (July 1979), pp. 167-173.
169. "Attitudinal Theories of Consumer Choice Behavior: A Comparative Analysis," (with R. S. Bhagat and P. S. Raju), European Research, Vol. 7, (March 1979), pp. 51-62.
170. "A Model of User Behavior for Scientific and Technical Information," in W. R. King and G. Zaltman (eds.) Marketing Scientific and Technical Information, Westview Press (Boulder, Colorado), 1979, pp. 49-66.
171. "Should Multi-Country Advertising Research be Universal or Unique?" in It Won't Work Here, (AMA) ESOMAR Conference, 1979, pp. 1-12.
172. "Strategies of Advertising Transferability in Multinational Marketing," in James Leigh and Claude R. Martin, Jr. (eds.) Current Issues and Research in Advertising, 1978 (Division of Research, Graduate School of Business, University of Michigan, April 1978), pp. 131-141.
173. "Analysis of Intended Bus Usage," (with K. S. Krishnan and G. C. Nicolaidis), Transportation Planning and Technology, (Spring 1978), Vol. 4, pp. 219-226.
174. "Carpooling to Work: A Psychosocial Analysis," in Jerry C. Olson (ed.) Proceedings of the Division 23 Program, American Psychological Association, 84th Annual Convention, (with Gary Anderson), p. 23.
175. "Comparative Analysis of a Complex Data Set," in Jerry C. Olson (ed.)

Proceedings of the Division 23 Program, American Psychological Association, 84th Annual Convention, (with Gary Anderson), p. 23.

176. "A Conceptual Model of Buyer-Seller Interaction Process," AIDS Proceedings, Howard C. Schneider (ed.), Atlanta, GA, pp. 420-422.
177. "Demographics in Consumer Behavior," Journal of Business Research, Vol. 5, (June 1977), pp. 129-238.
178. "A Market-Oriented Strategy of Long-Range Planning for Multinational Corporations," European Research, Vol. 5, January 1977, pp. 3-12.
179. "Making the Data Useful to Management," (with A. M. Roscoe), in Marketing Management Information Systems (ESOMAR, Amsterdam), pp. 169-186.
180. "Canonical Correlation and Marketing Research," in J. N. Sheth (ed.) Multivariate Methods for Market and Survey Research, (American Marketing Association, 1977), (with Johnny Johansson), pp. 111-132.
181. "Cluster Analysis and Its Applications in Marketing Research," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), pp. 193-208.
182. "Factor Analysis in Marketing," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), (with D. T. Tigert), pp. 135-156.
183. "Ridesharing to Work: An Attitudinal Analysis," (with A. Horowitz), Predicting Carpool Demand, Special Report, Transportation Research Record 637 (1977), pp. 1-7.
184. "Recent Developments in Organizational Buying Behavior," in Arch Woodside, J. N. Sheth and Peter Bennett (eds.) Consumer and Industrial Buying Behavior (American Elsevier, 1977), pp. 17-34.
185. "Seven Commandments for Users of Multivariate Methods," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), pp. 333-338.
186. "Strategies of Increasing Carpooling Behavior Among Urban Commuters," in Seminar on Social Research (ESOMAR, Amsterdam, 1977), pp. 183-198.
187. "A Theory of Cross-Cultural Buyer Behavior," in Arch Woodside, J. N. Sheth and Peter Bennett (eds.) Consumer and Industrial Buying Behavior (American Elsevier, 1977), (with S. P. Sethi), pp. 369-386.
188. "Presentation d'un Modele du Component des Acheteurs Industriets,"

Encyclopedie du Marketing, Vol. 4, 1976 (1-72A), pp. 1-8.

189. "Theorie du Component de L-acheteur," (with John A. Howard), Encyclopedie du Marketing, Vol. 4, 1976 (1-71C), pp. 1-15.
190. "Why Consumer Protection Efforts Are Likely to Fail," Zeitschrift FUR Market-Meinungs-Und Zukenfgsforschung, Heft 3 and 4, January 19, 1976, pp. 4191-4206.
191. "How to Get the Most Out of Multivariate Methods," European Research, Vol. 4, January 1976, pp. 229-235.
192. "The Future of Marketing Models," in Marketing for Today and Tomorrow, ESOMAR, Amsterdam, 1976.
193. "Howard's Contributions to Marketing: Some Thoughts," in Public Policy and Marketing Thought by Andreasen and Sudman, American Marketing Association, Chicago, IL, 1976.
194. "A Psychological Model of Travel Mode Selection," in Beverly Anderson (ed.) Advances in Consumer Research, Vol. 3, (Association for Consumer Research, 1976), pp. 425-430.
195. "Buyer-Seller Interaction: A Conceptual Framework," in Beverly Anderson (ed.) Advances in Consumer Research, Vol. 3, (Association for Consumer Research, 1976, pp. 382-386.
196. "Impact of Prior Familiarity and Cognitive Complexity on Information Processing Rules," (with C. W. Park), Communications Research, Vol. 2, (July 1975), pp. 260-266.
197. "Toward a Model of Individual Choice Behavior," in Marketing Modeling, Part 2, ESOMAR, Amsterdam, June 1975, pp. 17-26.
198. "Follow-up Methods, Questionnaire Length and Market Differences in Mail Surveys," (with A. M. Roscoe and D. Lang), Journal of Marketing, Vol. 39, (April 1975), pp. 20-27.
199. "Impact of Questionnaire Length, Follow-up Methods and Geographical Location on Response Rate to a Mail Survey," (with A. M. Roscoe), Journal of Applied Psychology, Vol. 50, (April 1975), pp. 252-254.
200. "Mechanisms of Choice and Information Processing Models in Consumer Behavior," (with P. S. Raju), Markeds Kommunikasion, Vol. 12, No. 1, 1975, pp. 10-22.
201. "Predictive Validation and Cross-Validation of the Fishbein, Rosenberg and Sheth

- Models of Attitudes," in M. J. Schlinger (ed.) Advances in Consumer Research, Vol. 2, (Association for Consumer Research), (with P. S. Raju and R. A. Bhagat), pp. 405-426.
202. "Prediction of Attitude Models," A Comparative Study of the Rosenberg, Fishbein and Sheth Models," in M. S. Schlinger (ed.) Advances in Consumer Research, Vol. 2, (Association for Consumer Research), (with P. S. Raju and R. A. Bhagat), pp. 405-426.
203. "Recent Failures in Consumer Protection," (with N. J. Mammanna), California Management Review, Vol. 16, Spring 1974, pp. 64-72.
204. "Measurement of Advertising Effectiveness: Some Theoretical Considerations," Journal of Advertising, Vol. 3, No. 1, January 1974, pp. 6-11.
205. "Nonlinear, Noncompensatory Relationship in Attitude Research," in R. C. Curhan (ed.) 1974 Combined Proceedings (American Marketing Association), (with P. S. Raju), pp. 80-83.
206. "Intertechnique Cross-Validation in Cluster Analysis," in R. C. Curham (ed.) 1974 Combined Proceedings (American Marketing Association), (with A. M. Roscoe and W. Howell), pp. 145-150.
207. "Factor Analysis in Marketing Research," in R. Ferber (ed.) Handbook of Marketing Research (McGraw-Hill, 1974), (with W. D. Wells), pp. 2-458 to 2-471.
208. "A Market Oriented Strategy of Long-Range Planning for Multinational Corporations," in R. Holton and S. P. Sethi (eds.) Management of the Multinationals (Free Press, 1974), pp. 206-218.
209. "The Next Decade of Buyer Behavior Theory," in J. N. Sheth (ed.) Models of Buyer Behavior (Harper and Row, 1974), pp. 206-218.
210. "A Field Study of Attitude Structure and the Attitude-Behavior Relationship," in J. N. Sheth and P. L. Wright (eds.) Marketing Analysis for Societal Problems (University of Illinois, BEBR, 1974), (with S. Sudman), pp. 148-171.
211. "Advertising's Image - U.S. and Yugoslavia," Journal of the Academy of Marketing Science, 1, 2 (Fall 1973), (with M. Smiljanich), pp. 167-179.
212. "A Model of Industrial Buyer Behavior," Journal of Marketing, Vol. 37, (October 1973), pp. 50-56.
213. "Brand Profiles from Beliefs and Importances," Journal of Advertising Research, February 1973, pp. 37-42.
214. "A Theory of Multidimensional Brand Loyalty," Proceedings of 1973 Conference

- of ACR, Boston (with C. Whan Park).
215. "Sequential and Cyclical Nature of Information Processing in Repetitive Choice Behavior," in Proceedings of 1973 Conference of ACR, Boston (with P. S. Raju).
 216. "Canonical Correlation Analysis of Competitive Market Structure," in Advancing, Applying and Teaching, the Decision Sciences, edited by H. W. Hopfe, Proceedings of the Fifth Annual Meeting, AIDS, Atlanta, Georgia, (with Johnny Johansson), pp. 324-327, 1973.
 217. "Perceived Attribute Importance in Public and Private Transportation," in Advancing, Applying and Teaching the Decision Sciences, edited by H. W. Hopfe, Proceedings of the Fifth Annual Meeting, AIDS, Atlanta, Georgia, (with T. F. Golob and R. M. Dobson), pp. 7-10, 1973.
 218. "Equivalence of Fishbein and Rosenberg Models of Attitude Structure," in APA Proceedings of 1973 Conference, Montreal (with C. W. Park).
 219. "A Multivariate Model of International Business Expansion," in S. P. Sethi and J. N. Sheth (eds.) Multinational Business Operations: Long-Range Planning, Organization and Management, Goodyear Publishing Company, Vol. 2, (with R. J. Lutz), pp. 84-92, 1973.
 220. "Reply to Comments on the Nature and Uses of Expectancy-Value Models in Consumer Attitude Research," Journal of Marketing Research (November 1972), Vol. 9, pp. 562-575.
 221. "Demographic Segmentation of Long Distance Behavior: Data Analysis and Inductive Model Building," (with A. Marvin Roscoe, Jr.), Proceedings of the Third Annual Conference, ACR November 1972, pp. 258-278.
 222. "The Future of Buyer Behavior Theory," Proceedings of the Third Annual Conference, ACR, November 1972, pp. 562-575.
 223. "Relevance of Segmentation for Market Planning," in Segmentation and Typology (ESOMAR Seminar, 1972), pp. 1-18.
 224. "Heavy Users and Early Adoption of Innovations," Markeds Kommunikasjon, Vol. 2, June 1972, pp. 65-72.
 225. "Projective Attitudes Toward Instant Coffee in Late Sixties," Markeds Kommunikasjon, Vol. 3, June 1972, pp. 73-79.
 226. "Perceived Instrumentality and Value Importance as Determinants of Attitudes," (with Wayne Talarzyk), Journal of Marketing Research (February 1972), Vol. 9, pp. 6-9.

227. "A Conceptual Model of Long-Range Multinational Marketing Planning," Management International Review, 1972, 45, pp. 3-10.
228. "Role of Motivation Research in Consumer Psychology," in Consumer Psychology and Motivation Research, ESOMAR, 1972.
229. "Dissonance Reduction or Artifact? A Reply," Journal of Marketing Research, November 1971, pp. 516-517.
230. "Generalized Brand Preference of Durable Appliances," Markeds Kommunikasjon, Vol. 2, June 1971, pp. 57-64.
231. "Multivariate Revolution in Marketing Research," Journal of Marketing, Vol. 35, (January 1971), pp. 13-19.
232. "Reply to Comments on 'Beliefs, Affect, Intention and Behavior,'" in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 13-19.
233. "Affect, Behavioral Intention and Buying Behavior as a Function of Evaluative Beliefs," in Paul Pellemans (ed.) Insights in Consumer Market Research (Namur University Press, 1971), pp. 98-122.
234. "Reply to Comments on 'A Theory of Family Buying Decisions,'" in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 52-55.
235. "A Theory of Family Buying Decisions," in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 32-48.
236. "Measurement of Multidimensional Brand Loyalty of a Consumer," Journal of Marketing Research, Vol. 7, August 1970, pp. 348-354.
237. "Are There Differences in Post-Decision Dissonance Reduction Between Housewives and Students?" Journal of Marketing Research, Vol. 7, May 1970, pp. 243-245.
238. "Multivariate Analysis of Marketing Data," Journal of Advertising Research, Vol. 10, February 1970, pp. 29-39.
239. "Factor Analysis in Marketing Data: A Critical Evaluation," in P. R. McDonald (ed.) Marketing Involvement in Society and the Economy (American Marketing Association, 1970).
240. "Using Factor Analysis to Estimate Parameters," Journal of the American Statistical Association, Vol. 64, September 1969, pp. 808-822.

241. "A Factor Analytical Model of Brand Loyalty," Journal of Marketing Research, Vol. 5, November 1968, pp. 395-404.
242. "How Adults Learn Brand Preference," Journal of Advertising Research, Vol. 8, September 1968, pp. 25-38.
243. "Risk Reduction Processes in Repetitive Consumer Behavior," (with M. Venkatesan), Journal of Marketing Research, Vol. 5, August 1968, pp. 307-311.
244. "Influence of Brand Preference on Post-Decision Dissonance," Journal of The Academy of Applied Psychology, Vol. 5, 1968, pp. 73-77.
245. "A Theory of Buyer Behavior," (with John Howard), Revista Internazionale di Scienze Economiche e Commerciali, Vol. 16, (1968), pp. 589-618.
246. "Cognitive Dissonance and Consumer Behavior," Stream (Indian Institute of Management, Calcutta, 1968), Vol. 3, pp. 1-3.
247. "Applications of Multivariate Methods in Marketing," in R. L. King (ed.) Marketing and the New Science of Planning (American Marketing Association, 1968), pp. 259-265.
248. "An Experimental Study in Risk Reduction," in R. L. King (ed.) Marketing and the New Science of Planning (American Marketing Association, 1968), (with M. Venkatesan), pp. 213-214.
249. "Cognitive Dissonance, Brand Preference and Product Familiarity," in Johan Arndt (ed.) Insights into Consumer Behavior (Allyn and Bacon, 1968), pp. 41-54.
250. "Perceived Risk and Diffusion of Innovations," in Johan Arndt (ed.) Insights into Consumer Behavior (Allyn and Bacon, 1968), pp. 173-188.
251. "Review of Buyer Behavior," Management Science, Series B, Vol. 13, August 1967, pp. B718-B756.

BOOK REVIEWS

1. "Review of Eric Von Hippel: Sources of Innovation," in Journal of Marketing, 1989.
2. "Review of Stanley A. Mulaik: The Foundations of Factor Analysis," in Journal of The American Statistical Association, Vol. 70, (March 1975), pp. 250-251.
3. "Review of F. M. Andrews and R. C. Messinger, Multivariate Nominal Analysis and J. N. Morgan and R. C. Messinger Thaid, A Sequential Analysis Program for the Analysis of Nominal Scale Dependent Variable," in Journal of Marketing Research,

Vol. 11, May 1974.

4. "Review of Flemming Hansen Consumer Behavior: A Cognitive Approach," Swedish Journal of Economics, Vol. 75, June 1973, No. 2, pp. 214-217.
5. "Review of Limits to Growth," by D. H. Meadows et al., ACM/Computing Reviews, April 1973, Vol. 4, pp. 166-167, No. 4.
6. "Review of Massy, Montgomery and Morrison, Stochastic Model of Buying Behavior," Journal of Marketing Research, Vol. 9, November 1972, pp. 472-473.
7. "Review of Massy, Frank and Lodahl, Purchasing Behavior and Personal Attributes," Journal of Marketing Research, Vol. 7, August 1970, pp. 403-404.
8. "Review of John Myers, Consumer Image and Attitude," Journal of Marketing Research, Vol. 7, February 1970, pp. 29-39.