

Biography

Jagdish N. Sheth, Ph.D.

Charles H. Kellstadt Professor of Business
Goizueta Business School, Emory University
Jag@jagsheth.com | www.jagsheth.com
+1 (404) 751-8888



Jagdish N. Sheth, Charles H. Kellstadt Professor of Business, Goizueta Business School, Emory University. He is globally known for his scholarly contributions in consumer psychology, competitive strategy, and geopolitical analysis. He has over 60 years of combined experience in teaching and research at the University of Southern California (USC), University of Illinois at Urbana-Champaign (UIUC), Columbia University, MIT, and Emory.

Dr. Sheth is a recipient of the 2020 Padma Bhushan Award for literature and education, one of the highest civilian awards given by the Government of India. He is also a Fellow of the Academy of International Business (AIB); Fellow of the Association of Consumer Research (ACR); Fellow of the American Psychological Association (APA); Fellow of the American Marketing Association (AMA); Distinguished Fellow of the Academy of Marketing Science (AMS); and a Distinguished Fellow of International Engineering Consortium (IEC). Dr. Sheth is the recipient of an Honorary Doctorate in Science, awarded by the University of Illinois at Urbana-Champaign (2016), and Honorary Doctorate of Philosophy, awarded by Shiv Nadar University (2017). He is the recipient of all four top awards given by the American Marketing Association (AMA).

Dr. Sheth has been on the board of several companies including Norstan, Pacwest-Telecom, Cryocell International, Shasun Drugs and Chemicals, and WIPRO Limited. Over the 50 years, he has been advisor to numerous companies including Whirlpool, Motorola, Texas Instruments, Cox Communications, Rockwell International, AT&T, Bellsouth, WIPRO Consumer Care, Aditya Birla Group, L.M. Mittal (Avanta), E&Y, Square D, Ingram Micro, Hughes Corporation, and others. This has included mergers and acquisitions as well as strategic positioning or repositioning of the company.

His Rule of Three (2002) book has been the foundation for investment bankers and policy makers with respect to industry consolidation including horizontal mergers and acquisitions. Professor Sheth has authored or coauthored more than three hundred papers and several books including The Global Rule of Three (2020), The Howard-Sheth Theory of Buyer Behavior (2020), Genes, Climate and Consumption Culture: Connecting the Dots (2017), Breakout Strategies for Emerging Markets (2016), The Sustainability Edge (2016), The 4 As of Marketing (2012), Chindia Rising (2011), Self-Destructive Habits of Good Companies (2007), Firms of Endearment (2007), Tectonic Shift (2006), and Clients for Life (2000). His autobiography, The Accidental Scholar (2014), has inspired others in the areas of education and academic entrepreneurship. His latest book is India's Road to Transformation: Why Leadership Matters (2024).

Professor Sheth has been advisor to the Government of Singapore in repositioning the nation for the future. He has also been the policy advisor to the U.S. Government about the future of the telecommunications industry.

Dr. Sheth is the Founder of Center for Telecommunications Management (CTM) at University of Southern California (USC) which has now become an Institute. He is also Founder and Chairman of India, China, and America (ICA) Institute which analyzes the trilateral relationship and its impact on geopolitics, security, trade, and investment. He and his wife, Madhu Sheth, have established the Sheth Family Foundation to support several charities in India and in the United States. They have also established the Madhuri and Jagdish Sheth Foundation to support scholars and scholarship in the field of marketing. The Sheth Foundation supports the AMA-Sheth Foundation Doctoral Consortium, hosted annually by different universities. It also supports research in emerging fields through AMA, ACR, AMS, and AIB. Finally, Professor Sheth is the Founder and Chairman of the Academy of Indian Marketing (AIM) which supports research and scholarship among Indian scholars in marketing and management.