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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

- Fellow, Academy of International Business (AIB), 2021.
- 2020 Padma Bhushan Award for Literature and Education (Govt of India), 2020.
- Named a 100th Honoree at Goizueta Centennial Anniversary Celebration, 2019.
- Thomas Jefferson Award, Emory University, 2019.
- 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, Association of Consumer Research (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.
- Carter Center, Board of Councilors, 2010 to present.
- 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, 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. Karen Wallach	Emory	2020	Marketing	Yes
2. Ning Zhong	Emory	2018	Marketing	No
3. Hulya Karaman	Emory	2018	Marketing	Yes
4. Anthony Koschman	Emory	2017	Marketing	No
5. Norah Xu	Emory	2016	Marketing	Yes
6. Saloni Vastani	GA State	2015	Marketing	No
7. Yanwen Chan	Emory	2014	Marketing	No
8. Karl Hellman	GA State	2014	Marketing	No
9. Omer Cem Ozturk	Emory	2012	Marketing	No

Name	Institution	Year	Major	Chair
10. Omar Rodriguez	Emory	2012	Marketing	No
11. Abhishek Kathuria	Emory	2012	Information Sciences	No
12. Mary Jean Koontz	CA State	2006	Marketing	No
13. Can Usly	GA Tech	2005	Marketing	No
14. Linda Aab	GA State	1994	Marketing	No
15. Steve Henson	GA State	1994	Marketing	No
16. Barbara Gross	USC	1993	Marketing	Yes
17. Tassu Shervani	USC	1991	Marketing	Yes
18. Prem Shamdasani	USC	1990	Marketing	Yes
19. Robert Windsor	USC	1989	Marketing	Yes
20. Kerri Acheson	USC	1989	Marketing	Yes
21. Joseph Ben-Ur	Illinois	1987	Marketing	Yes
22. Robert Allerheiligen	USC	1986	Marketing	Yes
23. Dennis E. Garrett	Illinois	1985	Marketing	Yes
24. Sigurd V. Troye	Illinois	1984	Marketing	Yes
25. Muzaffar A. Shaikh	Illinois	1983	Industrial Engineering	Yes
26. Adam Finn	Illinois	1983	Marketing <i>Professor Emeritus</i>	Yes
27. Bruce Kossar	Illinois	1983	Marketing	Yes
28. Jane F. Mutchler	Illinois	1983	Accounting <i>Dean Emerita</i>	No
29. Abdolreza Eshghi	Illinois	1982	International Business	Yes
30. Sundaresan Ram	Illinois	1982	Marketing	Yes
31. John Wong	Illinois	1982	Marketing	Yes
32. John Paul Uko	Illinois	1982	Marketing	Yes
33. Peter Chalos	Illinois	1982	Accounting	No
34. James E. Cox	Illinois	1981	Marketing	Yes
35. Bruce Newman	Illinois	1981	Marketing	Yes
36. Douglas A. Schellinck	Illinois	1981	Marketing	Yes
37. Ganesan Visvabharathy	Illinois	1980	Marketing	Yes
38. Michael R. Hagerty	Illinois	1980	Marketing	No
39. Mary Ann Ross	Illinois	ABD	Agricultural Economics	No
40. Kassaye Wandowassen	Illinois	1979	Marketing	Yes
41. Stephen Cosmas	Illinois	1978	Marketing <i>Professor Emeritus</i>	Yes
42. Norah Grady	Illinois	1978	Marketing	Yes
43. Janice G. Hanna	Illinois	1978	Marketing	Yes
44. Rabi Bhagat	Illinois	1977	Organizational Behavior	Yes
45. Lawrence F. Sherman	Illinois	1977	Finance	No
46. David Key	Illinois	1976	Accounting	No

Name	Institution	Year	Major	Chair
47. Ivery Clifton	Illinois	1976	Agricultural Economics	No
48. Eric James Burton	Illinois	1976	Accounting	No
49. P. S. Raju	Illinois	1976	Marketing	Yes
50. Stephen Permut	Illinois	1976	Mass Communication	Yes
51. C. W. Park	Illinois	1975	Marketing	Yes
52. Seçil Tunçalp	Illinois	1975	Marketing	Yes
53. George W. Gau	Illinois	1975	Finance	No
54. Sherren Waung	Illinois	1974	Marketing	Yes
55. Michael Belch	Pittsburgh	1974	Marketing	Yes
56. Edwin Hackleman	Illinois	1973	Marketing	Yes
57. Terry Vavra	Illinois	1973	Marketing	Yes
58. Raymond Suh	Illinois	1972	Marketing <i>Deceased</i>	Yes
59. Paul Winn	Illinois	1972	Marketing <i>Deceased</i>	Yes
60. Leroy Davis	Illinois	1972	Agricultural Economics	No
61. Milan Smiljanic	Illinois	ABD	International Business	Yes
62. Paul A. Pellemans	Columbia	1970	Marketing	No
63. Brian M. Campbell	Columbia	1969	Marketing	No
64. S. Prakash Sethi	Columbia	1967	Marketing	No
65. 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, 4th 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

GENERAL MILLS

JOHNSON WAX

JOHNSON WORLDWIDE ASSOCIATES

Lego

PILLSBURY

Automotive

AEROQUIP

FORD

GENERAL MOTORS

3M

Conglomerate

ADITYA BIRLA GROUP (India)

AVANTA GROUP

GENERAL ELECTRIC

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

Technology (IT)

ADAPTIVE BROADBAND
CALIFORNIA MICROWAVE
COMSTREAM

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
BELL LABORATORIES

BELL OPERATING COMPANIES
BELLSOUTH
BSNL (India)

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

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

- Sheth Education Foundation, 2019 to present
- 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 2010
- Center for Telecommunications Management, Board Member, USC since 1985
- Association for Consumer Research (President), 1984
- 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. The Global Rule of Three: Competing with Conscious Strategy, Palgrave Macmillan; 1st ed., 2020
2. Consumer Behavior: A Digital Native (Chinese edition), Pearson Education, 2020.
3. The Seven Bad Habits of Good Companies (updated edition of Self Destructive Habits of Good Companies), Pearson Education (India), 2020.
4. The Howard-Sheth Theory of Buyer Behavior, Wiley (India), 2020

5. Consumer Behavior: A Digital Native (with Varsha Jain and Don Schultz), Pearson Education (India) 2019.
6. Genes, Climate and Consumption Culture: Connecting the Dots, Emerald Publishing, 2017, pp. 243.
7. Sustainability Edge (with Suhas Apte), University of Toronto Press, 2016, pp. 244.
8. Breakout Strategies for Emerging Markets (with Mona Sinha and Reshma Shah), Pearson Education, 2016, pp. 215.
9. The Accidental Scholar (with John Yow), Sage Response, India, 2014, 257 pages
10. The Business School in the 21st Century (with Howard Thomas and Peter Lorange), Cambridge University Press, 2013, (282 pages)
11. 4 A's of Marketing: Creating Value for Customers, Companies and Society (with Rajendra Sisodia), Routledge, 2012, pp. 209
12. Chindia Rising: How China and India Will Benefit Your Business, Tata McGraw Hill, India, 2008 and 2011 (updated Edition)
13. The Self-Destructive Habits of Good Companies and How to Break Them, The Wharton Publishing Group, 2007, pp. 270
14. Deregulation and Competition: Lessons from the Airline Industry, (with Fred C. Allvine, Can Uslay and Ashutosh Dixit), Sage Publications, 2007, pp. 344.
15. Firms of Endearment: The Pursuit of Purpose and Profit, (with Rajendra Sisodia and David Wolfe), The Wharton Publishing Group, Fall 2006, pp. 284
16. Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets (with Rajendra Sisodia), Sage India, 2006, pp. 350.
17. Customer Relationship Management: A Strategic Perspective (with G. Shainesh), McMillian India Ltd. 2006, pp. 198.
18. Customer Behavior: A Managerial Perspective (with Banwari Mittal), Thomson/Southwestern Publishing, 2004, 2nd edition, pp. 487.
19. Customer Behavior: Consumer Behavior and Beyond (with Robert Widing and others) Thomson, (Pacific Rim Edition), 2003, pp. 560.
20. 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).

21. ValueSpace: Winning the Battle for Market Leadership (with Banwari Mittal), McGraw Hill, 2001, pp. 265.
22. Internet Marketing, (with Abdolreza Eshghi and Balaji Krishnan), Dryden Press, 2000.
23. Clients for Life, (with Andrew Sobel), Simon & Schuster, 2000.
24. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1999 (300 pages).
25. Customer Behavior: Consumer Behavior and Beyond, (with Banwari Mittal and Bruce Newman), Dryden Press, 1998 (800 pages).
26. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1997.
27. A Strategic Vision of the Wireless Industry: Communications Unbound, (with Rajendra Sisodia), IEC, 1997.
28. The Consolidation of the Information Industry, (with Rajendra Sisodia), IEC, 1996.
29. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1996.
30. Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1995.
31. Telecom Outlook Report, (with Massaid Saghafi and Robert Janowiak), Center for Telecommunications Management, USC 1994.
32. Consumption Values and Market Choices: Theory and Applications, Southwestern Publishing Co., 1991, pp. 218 (with Bruce Newman and Barbara Gross).
33. Marketing Theory: Evolution & Evaluation, John Wiley and Sons, 1988, pp. 231 (with David Gardner and Dennis Garrett).
34. Bringing Innovation to Market, John Wiley and Sons, (November 1987), 225 pages (with S. Ram).
35. The Customer is Key, John Wiley and Sons (November 1987), 225 pages (with Milind Lele).
36. A Theory of Political Choice Behavior, Prager Books, 1986, 190 pages (with Bruce Newman).
37. Winning Back Your Market, John Wiley and Sons (November 1984), 228 pages.
38. The Theory of Buyer Behavior, John Wiley and Sons, 1969 (with J. A. Howard).

BOOKS EDITED

1. Series Editor: Legends in Marketing (Donald Lehmann), Sage India, 2020.
2. Series Editor: Legends in Marketing (Gerald Zaltman), Sage India, 2018.
3. Series Editor: Legends in Consumer Behavior (C. W. Park), Sage India, 2018.
4. Series Editor: Legends in Strategic Marketing (Paul Green), Sage India, 2017.
5. Series Editor: Legends in Strategic Marketing (Rajan Varadarajan), Sage India, 2017.
6. Legends in Marketing (Seven Volumes), Sage, 2011.
7. Does Marketing Need Reform?(with Rajendra Sisodia) (editors), M.E. Sharpe, 2006, pp. 352.
8. Customer Relationship Management (Editor with G. Shainesh and Atul Parvatiyar), Tata-McGraw Hill India, 2001, pp. 554.
9. Handbook of Relationship Marketing, (with Atul Parvatiyar), Sage Publications, 2000 (660 pages).
10. Contemporary Knowledge of Relationship Marketing, (with Anil Menon), 1998 Research Conference Proceedings, Center for Relationship Marketing, Emory Univeristy, 1998.
11. Research in Marketing, (with Atul Parvatiyar), Vol. 14, JAI Press, 1998.
12. Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 13, JAI Press, 1997.
13. Contemporary Knowledge of Relationship Marketing, (with Atul Parvatiyar), Third Research Conference, Center for Relationship Marketing, Emory University, 1996.
14. Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 12, JAI Press, 1995.
15. Research in Marketing (Supplemental 6). Explanations in the History of Marketing (Series Editor), JAI Press, 1994.
16. Advances in Telecommunications Management (Vol. 4). Strategic Perspective on the Marketing of Information Technologies (Series Editor), JAI Press, 1994.
17. Relationship Marketing: Theory Methods and Applications, Second Research Conference Proceedings, (with Atul Parvatiyar), Center for Relationship Marketing, Emory University, 1994.

18. Advances in Telecommunications Management, Vol. 4, (with Gary Frazier), JAI Press, 1994.
19. Research in Marketing (editor), Vol. 11, JAI Press, 1992.
20. Advances in Telecommunications Management, Vol. 3, (with Gary Frazier), JAI Press, 1990.
21. Advances in Telecommunications Management, Vol. 2, (with Gary Frazier), JAI Press, 1990.
22. Advances in Telecommunications Management, Vol. 1, (with Gary Frazier), JAI Press, 1990.
23. Global Macroeconomic Perspectives, Southwestern Publishing Co., 1990, pp. 201 (with Abdolreza Eshghi).
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