

SANJAY S. MEHTA, Ph.D.

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WORK ★ Sam Houston State University ★ Department of Management and Marketing ★ Huntsville, Texas 77341-2056

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TEACHING PHILOSOPHIES

“*Education's purpose is to replace an empty mind with an open one*” Malcolm S. Forbes

“*Education is not filling a bucket but lighting a fire*” William B. Yeats

EDUCATION

Ph.D. (May 1999), University of North Texas (UNT), Denton, TX

Graduated with a Doctorate of Philosophy degree in *Marketing* with a minor in *Management Science*. Completed course work necessary for a Doctorate of Philosophy degree in *Management Science* with a minor in *Education Research*.

M.S. (December 1993), University of North Texas (UNT), Denton, TX

Graduated with a Master of Science degree in Interdisciplinary Studies with a major in *Management Science* and minors in *Economics* and *Education*.

M.B.A. (May 1989), Angelo State University (ASU), San Angelo, TX

Graduated with a Master of Business Administration degree in *Management* with a minor in *Information Systems*.

B.S. (May 1987), Angelo State University (ASU), San Angelo, TX

Graduated with a Bachelor of Science degree in *Mathematics* with minors in *Computer Science*, *Physics*, and *Business Administration*.

ACADEMIC EXPERIENCE

Regular (U.S.A.)

Sam Houston State University (SHSU), Huntsville, TX

Department of Management and Marketing *Professor of Marketing* (2008 – present), *Associate Professor of Marketing* (2002-08) and *Assistant Professor of Marketing* (1997-02). **Received tenure on August 30, 2002.**

University of Texas of the Permian Basin (UTPB), Odessa, TX

School of Business *Lecturer* (1994-1997).

University of North Texas (UNT), Denton, TX

Department of Marketing *Teaching Fellow* (1992-1994) and *Teaching Assistant* (1991-1994).

Department of Business Computer Information Systems *Teaching Fellow* (1990-1992) and *Teaching Assistant* (1992-1994).

University of Texas (UTSA), San Antonio, TX

Division of Mathematics, Computer Science, and Statistics *Research Assistant* (1989-1990).

Angelo State University (ASU), San Angelo, TX

Division of Adult and Continuing Education *Instructor* (1988-1989).

Mathematics Department *Graduate Assistant* (1987-1989), *Microcomputer Lab Assistant* (1986-1987), and *Student Assistant* (1984-1987).

Summer (Abroad)

- 2006 Kazakhstan Institute of Management, Economic, and Strategic Research, Almaty, Kazakhstan**
Taught two courses to both undergraduate and graduate students: International Marketing and Marketing Research.
- 2005 La Universidad Iberoamericana, Puebla, Mexico**
Taught two courses to business students from both USA and Mexico: International Marketing Research and Doing Business in Latin America
- 2004 La Universidad Iberoamericana, Puebla, Mexico**
Taught two courses to business students from both USA and Mexico: International Marketing and Marketing Research.

COURSES TAUGHT

Level	Title	# of time taught	Last time taught (Text book(s) used)
<i>Graduate</i>	Marketing Colloquium	1	Sumer 2009 (Case writing methodology)
	Marketing Management	7	Fall 2013 (Mullins and Walker)
	Electronic Marketing	1	Fall 2000 (Seminar format - reading list)
	Marketing Research	3	Fall 1999 (McDaniel et. al.)
	Management Science	2	Spring 1997 (Markland and Render et. al.)
	Logistics Management	1	Fall 1996 (Ballou)
<i>Undergraduate</i>	International Marketing Research	1	Summer 2005 (Kumar)
	Doing Business in Latin America	1	Summer 2005 (Quelch et. al.)
	Marketing Research	14	Spring 2018 (Malhotra)
	Sports Marketing	1	Fall 2003 (Shank)
	Global Marketing Management	7	Summer 2009 (Kotabe et. al.)
	Principles of Marketing	23	Spring 2018 (Solomon et. al.)
	Strategic Marketing Management	6	Summer 2002 (Ferrell et. al.)
	Internet/Electronic Marketing	1	Fall 2001 (Kliendl)
	Integrated Mkt. Communication	2	Summer 2000 (Belch et. al.)
	Retail Management	4	Fall 2002 (Berman et. al.)
	Consumer Behavior	1	Spring 1998 (Solomon)
	Channel Management	1	Fall 1998 (Pelton et. al.)
	Sales Management	1	Fall 1997 (Stanton et. al.)
	Descriptive Statistics	15	Summer 1997 (Kvanli et. al.)
	Inferential Statistics	10	Spring 1997 (Kvanli et. al.)
	Management Science	9	Spring 1997 (Anderson et. al.)
Logistics Management	1	Fall 1996 (Ballou)	
Entrepreneurship	1	Spring 1994 (Hisrich et. al. and Timmons)	
<i>Other</i>	Computer Literacy	2	Fall 1988 (personal notes)
	Business Mathematics	2	Fall 1989 (personal notes)
	Introduction to Algebra	3	Fall 1989 (personal notes)
<i>Correspondence</i>	Online Principles of Marketing	450 students	Fall 2008 - present (Lamb, Hair, McDaniel)
	Online Retail Management	220 students	Fall 2008 – Fall 2012 (Berman and Evans)
	Principles of Marketing	700 students	Fall 2001 - 2008 (Boone and Kurtz)
	Retail Management	650 students	Fall 2001 - 2008 (Berman and Evans)

TEACHING EVALUATIONS

My teaching evaluations at every university I have taught have been *consistently* in the top 25th percentile of each of the department's. I use multi-media technology (blackboard, power-point, video, Internet, over-head projectors, print, etc.) in all my courses.

UNPUBLISHED DISSERTATION

Mehta, Sanjay S. (1999), "*Continuity Expectation in Vertical Marketing Systems: A Dyadic Perspective of Domestic and International Franchising*," University of North Texas, Denton TX.

REFEREED JOURNAL PUBLICATIONS

1. Mehta, Sanjay, Joyce McCauley, and Lee Miller (2017), "Measuring the Impact of Community Engagement: Development of the BACE Scale" *International Journal of Service-Learning and Community Engagement*, Forthcoming.
2. Leipnik, Mark R., Sanjay S. Mehta, and Falguni Mukherjee (2015), "Mobile Maps In India: Potential Problems and Solutions" *International Journal of Management Research*, Vol. 6, No. 2 (December), 19-33.
3. Mukherjee, Falguni, Mark R. Leipnik, and Sanjay S. Mehta (2014), "Using Geographic Information Systems (GIS) as Part of a Larger E-Government Strategy in India" *International Journal of Management Research*, Vol. 5, No. 2 (December), 6-18.
4. Mehta, Gurinderjit B. and Sanjay S. Mehta (2013), "An Observational Field Study of Consumer Behavior at McDonald's", *Business Studies Journal*, Vol. 1, No. 1, 19-27.
5. Mehta, Sanjay and Gurinderjit B. Mehta (2013), "Uniform Assessment of Community Engagement: A Preliminary Analysis in the Development of the Benefits of Academic Community Engagement (BACE) Scale," *E-Leader International Journal*, Vol. 8, No. 2, <http://www.g-casa.com/journal.htm>.
6. Pass, Michael, Sanjay S. Mehta, and Gurinderjit B. Mehta (2012), "Course Selection: Student Preferences for Instructor Practices," *Academy of Educational Leadership Journal*, Vol. 16, No. 1, 31-38.
7. Mehta, Sanjay S., Mark R. Leipnik, and Gurinderjit B. Mehta (2011), "American Community Survey: An Emerging Paradigm for Marketing Research," *International Journal of Management Research*, Vol. 2, No. 1, 16-30.
8. Forbus, Patricia R., John, J. Newbold, Sanjay S. Mehta (2011), "First-Generation University Students: Motivation, Academic Success, and Satisfaction with the University Experience," *International Journal of Education Research*, Vol. 6, No. 2 (winter), 34-55.
9. Newbold, John J., Sanjay Mehta, and Patricia Forbus (2011), "Commuter Students: Involvement and Identification with an Institution of Higher Education," *Academy of Educational Leadership Journal*, Vol. 15 No 2, 141-152.
10. Newbold, John J., Sanjay Mehta, and Patricia Forbus (2011) "A Study of Nontraditional and Traditional Students in Terms of their Time Management Behaviors, Stress Factors and Coping Strategies," *Academy of Educational Leadership Journal*, Vol. 15 Special Issue.
11. Newbold, John J., Sanjay Mehta, and Matt O'Rourke (2011), "Why Do First Generation Students Fail?"

College Student Journal, Vol. 45 No 1, March, 20-35.

12. Forbus, Patricia, John J. Newbold, and Sanjay S. Mehta (2010), "University Commuter Students: Time Management, Stress Factors and Coping Strategies," *Advances in Business Research*, Vol. 1, No. 1, 142-151.
13. Newbold, John J., Sanjay Mehta, and Patricia Forbus (2010), "A Comparative Study between Non-traditional and Traditional Students in Terms of Their Demographics, Attitude, Behavior and Educational Performance," *International Journal of Education Research*, Vol. 5, No. 1, Winter, 1-24.
14. Newbold, John J., Sanjay Mehta, and Patricia Forbus (2010), "Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus," *Contemporary Issues in Education Research*, Vol. 3, No. 3 April, 47-54.
15. Newbold, John J., Sanjay S. Mehta, and Aaron Ruchti (2009), "Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes," *Review of Business Research*, Vol. 9 No. 3, 138-147.
16. Mehta, Sanjay S. and Donald Bumpass (2009) "The Journal of Business Strategies: The First Twenty-five Years" *Journal of Business Strategies*, Vol. 25 No. 2, 9-26.
17. Mehta, Sanjay S., Balasundram Maniam, and Mark R. Leipnik (2004), "Electronic Commerce: The Emerging Technology for Tomorrow's Business," *Academy of Marketing Studies Journal*, Vol. 8 No. 2, 11-22.
18. Mehta, Sanjay S., Balasundram Maniam, and Mark R. Leipnik (2003), "The Past, Present, and Future of E-commerce in the New Economy," *Journal of Strategic E-commerce*, Vol. 1 No. 1, 57-68.
19. Maniam, Balasundram, Sanjay S. Mehta and Frank Williams (2003), "Can FDI Jumpstart the Stalled NAFTA Trucking Provisions?," *The Journal of Accounting and Finance Research*, Vol. 10 No. 5 (Winter), 60-65.
20. Mehta, Sanjay S. and Balasundram Maniam (2003), "Marketing Determinants of Customers' Attitudes towards Selecting a Restaurant," *Academy of Marketing Studies Journal*, Vol. 6 No. 1, 27-44.
21. Maniam, Balasundram, Hadley Leavell, and Sanjay S. Mehta (2002) "Determinants of U.S. Foreign Direct Investment in European Union: Case of U.K., France, and Germany," *Journal of Economics and Economics Education Research*, Vol. 3 No. 2, 35-47.
22. Mehta, Sanjay S. and Douglas M. Kline (2002), "Introduction by Guest Editors: E-Business Strategies for Success", *Journal of Business Strategies*, Vol. 19 No. 1 (spring), i-ii.
23. Casey, Michael K., John B. Duncan, Ben N. Roge', and Sanjay S. Mehta (2001), "The Effect of Trade Liberalization on the Consumption Function of Morocco," *The African Journal of Finance and Management*, Vol. 10 (July) No. 1, 23-28.
24. Kline, Douglas M. and Sanjay S. Mehta (2001), "Introduction By Guest Editors: How to Play the E-Commerce Game", *Journal of Business Strategies*, Vol. 18 No. 2, 101-103.
25. Mehta, Sanjay S., Gaurav Dalal, and Balasundram Maniam (2001), "Customer Relationship Management Strategies for the Internet," *Academy of Information and Management Sciences Journal*, Vol. 4 No. 1, 19-33.
26. Maniam, Balasundram, Sanjay S. Mehta and Mark R. Leipnik (2001), "Determinants of U.S. Foreign Direct Investment in European Union: Case of Spain, Portugal, and Italy," *Journal of Accounting and Finance Research*, Vol. 9 No. 5 (Winter), 71-80.

27. Maniam, Balasundram, Sanjay S. Mehta, and Mark R. Leipnik (2000), "Online Trading: Problems and Challenges," *Academy of Information and Management Sciences Journal*, Vol. 3 No.1, 107-115.
28. Maniam, Balasundram, Sanjay S. Mehta, and James B. Bexley (2000) "Determinants of U.S. and Japanese Foreign Direct Investment in China: An Empirical Investigation," *The Journal of Accounting and Finance Research*, Vol. 8 No. 5 (Winter), 17-29.
29. Maniam, Balasundram, Amitava Chatterjee, and Sanjay S. Mehta (2000) "Benefits of International Diversification Revisited: An Empirical Investigation," *The National Finance Journal*, Vol. 1 No. 1 (Winter), 5-14.
30. Maniam, Balasundram, Sanjay S. Mehta, and Joe F. James (2000), "The Similarities and Differences Between the AFTA and NAFTA," *The Journal of Accounting and Finance Research*, Vol. 8 No. 4 (Winter), 55-66.
31. Mehta, Sanjay S. and Lou E. Pelton (2000), "Notes from the Editors ...," *Journal of Business and Entrepreneurship*, Vol. 12 No. 2 (July), vi-vii.
32. Hill Kathy and Sanjay S. Mehta (2000), "Student Performance in a Business Communication Course: A Case Study" *The International Journal of Business Disciplines*, Vol. 10 No. 2, 49-54.
33. Maniam, Balasundram, Kamlesh T. Mehta, and Sanjay S. Mehta (2000), "An Empirical Investigation of Testing as a Teaching Strategy to Motivate Students," *The Journal of Interdisciplinary Education*, Vol. 4 No.1, 136-149.
34. Mehta, Sanjay S., Subhash C. Mehta, and Beh Lip Hun (1999), "The Evaluation of Business Textbooks: An International Perspective," *Journal of Professional Service Marketing*, Vol. 19 No. 2, 141-149.
35. Maniam, Balasundram, Joe F. James, James Bexley, and Sanjay S. Mehta (1999), "Asian Financial Crisis: An Ex Post Look at the Warning Signs," *The International Journal of Business Disciplines*, Vol. 9 No. 2, 53-59.
36. Mehta, Sanjay S., Balasundram Maniam, and Subhash C. Mehta (1999), "Relationship Banking: A Multinational Bank's Application of Relationship Marketing," *Journal of Business Strategies*, Vol. 16 No. 2, 121-134.
37. Mehta, Sanjay S., Mark R. Leipnik, and Balasundram Maniam (1999), "Application of GIS in Small and Medium Enterprises," *Journal of Business and Entrepreneurship*, Vol. 11 No. 2, 77-88.
38. Maniam, Balasundram, Amitava Chatterjee, and Sanjay S. Mehta (1999), "International Diversification: Case of Selected Latin American Countries," *The Journal of Accounting and Finance Research*, Vol. 7 No. 3 (Winter), 90-99.
39. Mehta, Kamlesh T., Subhash C. Mehta, and Sanjay S. Mehta (1999), "Diffusion and Adoption of Computers: A Government Program to Educate Small and Medium Enterprises in Singapore," *The Journal of Interdisciplinary Education*, Vol. 3 No. 1, 101-117.
40. Mehta, Sanjay S., Balasundram Maniam, and Mark R. Leipnik (1999), "The Journal of Business Strategies: The First Fifteen Years," *Journal of Business Strategies*, Vol. 16 No. 1, 89-105.
41. Mehta, Subhash C. and Sanjay S. Mehta (1997), "Strategic Options for Brand Name Prescription Drugs when Patents Expire," *Health Marketing Quarterly*, Vol. 14 No. 3, 107-114.
42. Mehta, Subhash C., A. Lobo, and Sanjay S. Mehta (1997), "Important Dimensions in Ocean Freight Services: Shippers' Perspective," *Journal of Customer Service in Marketing & Management*, Vol. 3 No. 3, 85-100.

43. Mehta, Sanjay S., and Gurinderjit B. Mehta (1997), "The Development and Growth of the Business Class: Strategic Implications for the Airline Industry," *Journal of Customer Service in Marketing & Management*, Vol. 3 No. 1, 59-78.
44. Mehta, Sanjay S., and Gurinderjit B. Mehta (1995), "Marketing of Churches: An Empirical Study of Important Attributes," *Journal of Professional Services Marketing*, Vol. 13 No. 1, 53-64.
45. Mehta, Sanjay S., and Gurinderjit B. Mehta (1995), "Pricing of Software Development Projects: A Systematic Approach," *Journal of Customer Service in Marketing & Management*, Vol. 1 No. 3, 119-133.
46. Mehta, Subhash C., Ul Islam Faheem, and Sanjay S. Mehta (1994), "Response of Traditional Retailing to Environmental Challenges in a Fast Developing Economy: An Innovative Experience in Singapore," *Journal of Asian Business*, Vol. 10 No. 1, 79-97.
47. Mehta, Subhash C., James C. M. Loh, and Sanjay S. Mehta (1991), "Incentive-Travel Marketing: The Singapore Approach," *The Cornell H.R.A. Quarterly*, Vol. 32 No. 3, 67-74.

REREREED BOOK CHAPTERS

1. Mehta, Sanjay S. and Irfan Ahmed (2017), "Planning Academic Community Engagement Courses," Editor Heather K. Evans, *Community Engagement Best Practices Across the Disciplines: Applying Course Content to Community Needs*, Rowman & Littlefield, Chapter 1, 1-16.
2. Leipnik, Mark R., Sanjay S. Mehta, and Vijayaprabha Rajendran (2014), "Strategic and Tactical Issues with Apple's Mobile Maps", Editor June Wei, *Mobile Electronic Commerce: Foundations, Development and Applications*, CRC Press, Taylor & Francis Group, Chapter 21, 449-472.
3. Leipnik, Mark R. and Sanjay S. Mehta (2008), "Addressing the Geocoding of Demographic Data around the World," in *Globalization: Opportunities and Challenges*, Edited by Pramod Verma, P. Bala Bhaskaran, and Pankaj M. Madhani, Wisdom Publications, Delhi, India, 307-314.
4. Leipnik, Mark R. and Sanjay S. Mehta (2006), "Geographic Information Systems (GIS) in E-Marketing," editors Irvine Clarke and Theresa Flaherty, *Advances in Electronic Marketing*, Idea Group Publishing, 193-209.
5. Leipnik, Mark R., Sanjay S. Mehta, and Subhash C. Mehta (2005), "Geo-Demographic Data: A Global Perspective of GIS," *Business Research Yearbook: Global Business Perspectives*, Vol. XI, 684-688.

REFEREED TRADE PUBLICATIONS

1. Leipnik, Mark R. and Sanjay S. Mehta (2007), "Tiger Tale: Issues of Accuracy and Use of America's Core Geodemographic Data," *GIM International*, Vol. 21 No.1, 12-15.

REFEREED CASES

1. Pass, Michael and Sanjay S. Mehta (2011), "Lake Road Laundromat: Evaluation of Customer Satisfaction," *Annual Advances in Business Cases*, Vol. 30, 111-114.

REFEREED CONFERENCES (PROCEEDINGS, ABSTRACTS, AND PRESENTATIONS)

1. Leipnik, Mark R. and Sanjay S. Mehta (2017), "Lesson's from the 2016 Australian Census Debacle for the 2020 U.S. Census," *The Southwest Division of the American Association of Geographers (SWAAG)*, Huntsville, TX, October 25-28.
2. Mehta, Sanjay S. and Gurinderjit B. Mehta (2017), "A Holistic Approach to Education: Teaching "Life Skills" to Students," *14th Annual SHSU Teaching & Learning Conference*, Huntsville, TX, August 17.
3. Mehta, Sanjay S. (2017), "Engaging Marketing Research Students: A Holistic Approach to Education," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Little Rock, AR, March 6-8.
4. Kavanaugh, Joseph, Sanjay S. Mehta, and Donya Brewer (2016), "Peer Feedback at Stress Engineering Services, Inc. – Process Design for the 21st Century (A & B)," *North American Case Research Association (NACRA)*, Las Vegas, October 6-8, awarded second best paper at the conference.
5. Mehta, Sanjay S. (2016), Creating Interactions between Teaching and Research, *Marketing Management Association Fall Educators' Conference*, Providence RI, September 14-16.
6. Mehta, Sanjay S. (2016), "Real-World Assignments in the Marketing Research Course," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Oklahoma City OK, March 8-11.
7. Mehta, Sanjay S. and Irfan Ahmed (2016), "What They Don't Teach You in the Doctoral Program," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Oklahoma City OK, March 8-11.
8. Leipnik, Mark R., Sanjay S. Mehta, Vir S. Mehta, Cody Bruns, and Casey Blackburn (2015), "Analysis of the Reveton Computer Virus: A Global E-commerce Business Model", *7th Annual General Business Conference*, Huntsville, TX, April 17-18.
9. Miller, Lee, Sanjay S. Mehta, and Joyce McCauley (2015), "Measuring Student Learning in Community Engagement Courses: A Multi-Disciplinary Tool That Works", *Midwest Sociological Society's Annual Meeting*, Kansas City, MO, March 26-29.
10. Mehta, Sanjay S. and Gurinderjit B. Mehta (2015), "An Integrative Framework for Academic Community Engagement (ACE) Designated Courses, *Marketing Management Association (MMA) Spring Conference*, Chicago, IL, March 25-27.
11. McCauley, Joyce, Sanjay S. Mehta, Lee Miller, and Michael Bosquez (2015), "Measuring the Power of Community Engagement: Developing A Scale That Works", *2015 Gulf-South Summit*, Little Rock, AR, March 11-13.
12. Mehta, Sanjay S. (2015), "Mystery Shopping Exercise in a Marketing Research Course," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Houston, TX, March 11-14.
13. Leipnik, Mark R., Sanjay S. Mehta, and Vijayaprabha Rajendran (2014), "Apple Maps Issues: Implications for Business", *General Business Conference*, Huntsville, TX, April 11-12.
14. Mehta, Sanjay S. and Jeffrey R. Wozniak (2014), "The 10-R Framework for Institutionalizing ACE Courses", *2014 Gulf-South Summit*, Auburn, AL, March 26-28.
15. Mehta, Sanjay S. (2014), "New Product Development Assignment for Principles of Marketing," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Dallas, TX, March 12-15.

16. Mehta, Gurinderjit B. and Sanjay S. Mehta (2013), "An Observational Field Study of Consumer Behavior at McDonald's", *General Business Conference*, Huntsville, TX, April 10-11
17. Gravois Lee, Renée and Sanjay S. Mehta (2013), "Academy Dishonesty Among Business Students: Exploring Students' Definitions of Cheating," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Albuquerque, NM, March 13-15.
18. Mehta, Sanjay S. (2013), "Reflecting in an Academic Community Engagement Strategic Marketing Management Course," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Albuquerque, NM, March 12-16.
19. Mehta, Sanjay and Gurinderjit B. Mehta (2013), "Uniform Assessment of Community Engagement: A Preliminary Analysis in the Development of the Benefits of Academic Community Engagement (BACE) Scale," *E-Leader Conference*, Singapore, January 2-4.
20. Mehta, Sanjay S. and Gurinderjit B. Mehta (2012), "Academic Community Engagement (ACE): A Legitimate Pedagogy for Business Education, *XVI Annual International Conference of the Society of Operations Management*, New Delhi, India, December 21-23.
21. Mehta, Sanjay S., John Newbold, Michael Pass, and Renée Gravois Lee (2012), "Just who are these Students,?: Learning about SHSU Students Backgrounds, Motivations, and Behaviors" *SHSU College of Humanities and Social Science Annual Teaching Conference*, Huntsville, TX, August 13.
22. Leipnik, Mark R., Gang Gong, and Sanjay S. Mehta (2012), "Global Fiscal Conditions: Mapping and Spatial Analysis," *General Business Conference*, Huntsville, TX, April 13-14.
23. Mehta, Sanjay (2012), "Critical Thinking in Marketing: Using In-class Debates," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, New Orleans, LA, March 1-3.
24. Sigmar, Lucia S. and Sanjay S. Mehta (2012), "ACEing B-Comm: A Pilot Course in Service Learning," *Association of Business Communication – Southwestern US*, New Orleans, LA, March 1-3
25. McCauley, Joyce, Sanjay S. Mehta, and Lee Miller (2011), "Focusing on Civic Engagement: A Campus Journey," *Conference on Building Citizen Professionals: Enriching Coursework through Civic Dimensions*, Kingwood, TX November 18-19.
26. Leipnik, Mark R., Sanjay S. Mehta, Gurinderjit B. Mehta (2011), "Interactive Web-based Mapping in the Tourism Industry," *International Conference on Travel and Tourism*, New Delhi, India, July 8-10.
27. Pass, Michael, Sanjay S. Mehta, and Gurinderjit B. Mehta (2011), "Course Selection: Student Preferences for Instructor Practices," *Academy of Educational Leadership International Conference*, Orlando, FL, April 6-8
28. Mehta, Sanjay (2011), "Faculty Salary Study," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Houston, TX, March 9-12.
29. Newbold, John, J, Patricia Forbus, Sanjay S. Mehta (2010), "University Commuter Students: Time Management, Stress Factors and Coping Strategies" *Advances in Business Research Annual Symposium*, Fort Smith, AR, October 27 – 28.
30. Newbold, John, J, Patricia Forbus, Sanjay S. Mehta (2010), "First Generation University Students: Motivation, Academic Success and Satisfaction with the University Experience", *The International Academy of Business and Public Administration Disciplines (IABPAD) Fall Conference*, New Orleans, LA, October 21 – 24.

31. Newbold, John, J, Patricia Forbus, Sanjay S. Mehta (2010), "A Study of Nontraditional and Traditional Students in Terms of their Time Management Behaviors, Stress Factors and Coping Strategies", *Allied Academies Fall Conference*, Las Vegas, NV, October 13 -15. Awarded Best Paper.
32. Pass, Michael W., Sanjay S. Mehta, and John J. Newbold (2010), "Lake Road Laundromat: Survey Research Design," *The Society for Case Research Summer Case Writers Workshop*, Hanover, IN, July.
33. Newbold, John, J, Sanjay S. Mehta, and Patricia Forbus (2010), "Commuter Students: Involvement and Identification with an Institution of Higher Education," *Allied Academies Spring Conference*, New Orleans, LA April 14-16. Awarded Best Paper
34. Forbus, Patricia, Susan Cooper, Warner Phelps, Sanjay S. Mehta, and Michael Pass (2010) "Murski's Icehouse: Analyzing Data from Customers and Non-Customers" *Southwest Case Research Association (SWCRA) Annual Conference*, Dallas, TX, March 2- 6.
35. Slaughter, Marla, Michael Harris, Lauren Marble, Sanjay S. Mehta, and John J. Newbold (2010) "Lake Road Laundromat: Secondary Research Analysis," *Southwest Case Research Association (SWCRA) Annual Conference*, Dallas, TX, March 2-6.
36. Forbus, Patricia, Susan Cooper, Warner Phelps, Sanjay S. Mehta, and John J. Newbold (2010) "Murski's Icehouse: Critiquing the Surveys of Customers and Non-Customers" *Southwest Case Research Association (SWCRA) Annual Conference*, Dallas, TX, March 2- 6.
37. Slaughter, Marla, Michael Harris, Lauren Marble, Sanjay S. Mehta, and Michael Pass (2010) "Lake Road Laundromat: Primary Research Instrumentation," *Southwest Case Research Association (SWCRA) Annual Conference*, Dallas, TX, March 2-6.
38. Newbold, John J. and Sanjay S. Mehta (2010), "Utilizing the Undergraduate Market Research Course To Teach, Publish and Serve: A Method of Creating Value for Students, the Professor, and the School" *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Dallas, TX, March 2- 6.
39. Doore, Brittany, John J. Newbold, and Sanjay S. Mehta (2010), "Commuter Students vs. Non-Commuter Students: A Gap Analysis Examination of Differences in Satisfaction with Higher Education", *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Dallas, TX, March 2- 6.
40. Forbus, Patricia, Gurinderjit B. Mehta, and Sanjay S. Mehta (2010), "The Selection Process: How Students Decide and Chose their Courses," *Association of Collegiate Marketing Educators (ACME) Annual Conference*, Dallas, TX, March 2- 6.
41. Newbold, John J. and Sanjay S. Mehta (2010), "Incorporating Entrepreneurship Principles into the Marketing Curriculum" *Marketing Management Association (MMA) Spring Conference*, Chicago, IL; March 24-26.
42. Mehta, Sanjay S. Mark Leipnik, and John J. Newbold (2010), "The American Community Survey (ACS): An Important Source of Secondary Data for Marketing Research" *Marketing Management Association (MMA) Spring Conference*, Chicago, IL, March 24- 26.
43. Mehta, Sanjay S., John J. Newbold, and Patricia Forbus (2010) "Examining Student Commitment to the Alumni Organization At a 4-Year Commuter Campus" *The International Association of Business Research (IABR) Conference*, Orlando, FL, January 4-6.
44. Newbold, John, J, Sanjay S. Mehta, and Aaron Ruchti (2009) "Commuter Students and Non-Commuter Students: Different Routes to the Same Outcomes" *International Academy of Business and Economics (IABE)*

Annual Conference, Las Vegas, NV, October 18 – 21.

45. Mehta, Sanjay S., John J. Newbold, and Patricia Forbus (2009), “Non-traditional Students’ Surprising Satisfaction with Higher Education” *The International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Memphis, TN, October 22 – 25.
46. Newbold, John, J, Sanjay S. Mehta, and Patricia Forbus (2009) “Examining Commuter Students’ Lack of Involvement and Identification with an Institution of Higher Education” *Marketing Management Association (MMA) Fall Educator’s Conference*, St. Louis, MO, Sept 23 – 25.
47. Mehta, Sanjay S. and John J. Newbold (2009), “Hybrid versus Traditional Course: An Experiment in an Undergraduate Principle of Marketing Course,” *Marketing Management Association (MMA) Fall Educator’s Conference*, St. Louis, MO, Sept 23 – 25.
48. Mehta, Sanjay S. Tay Wei Ching, and Gurinderjit B. Mehta (2009), “A Comprehensive Service Quality Measure for Stock Brokering Industry,” *2009 International Conference on Service Management*, Orlando FL, May 21-24.
49. Forbus, Patricia, Sanjay S. Mehta, and John J. Newbold (2009), “A University Alumni Relationship Model,” *First Annual General Business Conference*, Huntsville, TX April 17-18.
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TRADE PUBLICATION/INTERVIEWS

Interviewed by a staff writer for *Daily News and Analysis*. The article titled "Days of Serious Teaching are Over" appeared in the (Money Section) December 30, 2007 edition.

Interviewed by a staff writer for *Daily News and Analysis*. The article titled "India needs to focus on Tech and R&D" appeared in the (Money Section) December 29, 2007 edition.

Interviewed by a staff writer for *Huntsville Item*. The article titled "Marketing Group to Create Golf Course Plan" appeared in the October 10, 2003 edition.

Interviewed by Mr. Robert Deitz, a freelance writer for *Business Week*. The article titled "Franchising your Business" appeared in *Business Week* (Frontier Section) August 14, 2000 issue.

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WORK-IN-PROGRESS

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Mehta, Sanjay and Irfan Ahmed (2018), "Evaluating Attitudes of Thrift Store Consumers", *Journal of Non Profit Marketing*.

Mehta, Sanjay S. (2017), "University Recreational Sports: A Survey on Awareness, Participation, and Satisfaction", *Journal of Sports Marketing*.

PROFESSIONAL ACADEMIC SERVICES

- Editorial Duties**
- 2005-11 *American Marketing Association (AMA) Geocoding and Geographic Information Systems (GIS) Academic Resource Center (ARC) Content Editor. Responsibilities' including responding to all enquires and issues related to GIS, updating GIS references, etc. See <http://www.marketingpower.com/Community/ARC/Pages/Connections/People/SanjaySMehta.aspx>*
- 2002 Special Issue co-editor with Douglas M. Kline, "E-marketing and E-commerce Strategies," *Journal of Business Strategies*, Sam Houston State University Press.
- 2001 Special Issue co-editor with Douglas M. Kline, "E-marketing and E-commerce Strategies," *Journal of Business Strategies*, Sam Houston State University Press.
- 2000 Special Issue co-editor with Lou E. Pelton, "Franchising Frontiers," *Journal of Business and Entrepreneurship*, New Mexico State University Press, Vol. 12 No. 2 (July).
- 2000 Proceedings co-editor with Balasundram Maniam, *Southwest Decision Science Institute 31st Annual Conference*, San Antonio TX, March 14-18.
- Examiner**
- 2012 External examiner for DBA dissertation of Chi Fai Lai, "Extended UTAUT Model of Mobile Commerce: An Empirical Study of Negative User Acceptance Behaviors of Mobile Commerce in Hong Kong," *Macquarie University*, Sydney, Australia.
- 2011 External examiner for DBA dissertation of Mr. Hing-cheong Ng, "The Relationship between Shopping Mall Behavior and Motivation for Shopping: An Empirical Study of Mainland China Visitors Visiting and Shopping in Hong Kong," *University of South Australia*, Adelaide, Australia
- 2011 External examiner for Ph.D. dissertation of Parves Sultan, "Antecedents and Consequences of Service Quality in a Higher Education Context," *Central Queensland University*, Rockhampton, Australia
- 2010 External examiner for DBA dissertation of Ms. Wong Shun Mun Helen, "Building Relationships between Educational Institutions and Students: An Empirical Study on Student Loyalty in Self-Financed Tertiary Education in Hong Kong." *University of South Australia*, Adelaide, Australia
- 2009 External examiner for DBA thesis of Mr. Anthony NG Wai Leung., "An Investigation of the Factors that influence the Acceptance of Trading Engine by General public retail Investors Using Online Securities," *University of South Australia*, Adelaide, Australia.
- 2008 External assessor for Research Methodology Course, *University of Mauritius*, Réduit, Republic of Mauritius.
- 2007 External examiner for DBA thesis of Mr. Siew Meng Choy, "The Impact of Market Orientation and Strategic Orientation on Business Performance: A Managerial Perspective," *The University of Newcastle*, Callaghan, Australia.
- 2004 External examiner for Ph.D. thesis of Mr. Chi Bo Wong, "The Influence of Customer Satisfaction and witching Costs on Customer Retention: A Survey of Retail Internet Banking Users in Hong Kong," *University of South Australia*, Adelaide, South Australia.
- 2004 External examiner for DBA dissertation of Mr. Sarvandan S. Soin, "Critical Success Factors in Supply Chain Management at High technology Companies," *University of Southern Queensland*, Toowoomba.
- 2002 External examiner for Ph.D. thesis of Mr. Poh Nam "John" Yam, "Impact of Geographic Positioning on SME's Market Performance in the East Asia Satellite Earth Market: An Exploratory Study," *University of South Australia*, Adelaide, South Australia.
- 2001 External examiner for DBA portfolio of Mr. Buck Peng Tang, *University of South Australia*, Adelaide, South Australia.
- Editorial Review** 1999-08 *Journal of Business Strategies*, Editor Jo Ann M. Duffy, Sam Houston State University Press.

- Board Member** 2005-07 *Journal of International Business and Entrepreneurship Development*, Editor Zafar U. Ahmed.
2002-03 *International Journal of Internet Marketing and Advertising*, Editor Ming-Hui Huang
2001-02 *Journal of International Business Research*, Allied Academics International Press.
2001-02 *International Journal of Electronic Business*, Editor Eldon Y. Li.
1999-00 *Journal of Business and Entrepreneurship*, Editor Michael Hyman, New Mexico State University Press.
- Advisor Council Board Member** 1999-05 Elected by members of the *Southwest Decision Science Institute* (SWDSI) to serve a 3-year term (1999-2002). Re-elected by members to serve another 3-year term (2002-2005). Member of the “SWDSI Distinguish Service Award Selection Committee” for 2003. Member of the “SWDSI Outstanding Educator Award Selection Committee” for 2005.
- Ad-hoc Reviewer**
- 2016 *Journal of Applied Case Research* (Editor Irfan Ahmed)
2016 *Community Engagement Best Practices across the Disciplines: Applying Course Content to Community Needs* (Editor Heather Evans)
2014 *Journal of Business Strategies* (Editor William Green)
2014 *Mobile Electronic Commerce: Foundations, Development, and Applications* (editor Jun Wei)
2006 *Journal of Business Research* (Editor Abhijit Biswas)
2005 *Journal of Global Business Advancements* (editor Zafar U. Ahmed).
2005 *Advances in Electronic Marketing* (editors Theresa B. Flaherty and Irvine Clarke III).
2006 *Journal of Asian Marketing* (editor Subhash C. Mehta)
2005 *Journal of Asian Marketing* (editor Subhash C. Mehta)
2004 *Journal of Retailing and Consumer Services* (editor Harry Timmermans)
2004 *Benchmarking: An International Journal* (Special Issue on Services; guest editors Jadeep Motwani and Victor Sower)
2003 *International Journal of Sports Marketing & Sponsorship* (Special Issue on Relationship Marketing; guest editor Laurence Chalip).
2001 *Journal of Marketing Channels* (Special issue on E-Commerce), Haworth Press, Editor Lou E. Pelton and Associate Editor Audhesh K. Paswan.
- Judge**
- 2017 Access Capon Teaching Innovation Competition, *Association of Collegiate Marketing Educators*, March 8-11, Little Rock, AR, Award Chairperson Silvia L. Martin.
2016 *Gulf-South Summit on Service-Learning and Civic Engagement through Higher Education Annual Conference* Award for Outstanding Faculty, April 14-15, Savannah GA, Awards Chairperson Kristin Harper
2016 Access Capon Teaching Innovation Competition, *Association of Collegiate Marketing Educators*, March 8-11, Oklahoma City, OK, Award Chairperson Irfan Ahmed.
- Reviewer**
- 2018 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 8-11, Albuquerque, NM
2017 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 8-11, Little Rock, AR.
2016 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Oklahoma City, OK.
2015 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Houston, TX.
2014 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Dallas, TX.
2013 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 13-15, Albuquerque, NM.

- 2012 Marketing Track, General Business and Finance Conference, Huntsville, TX April 4-5.
- 2012 Small Business Track, *Southwest Case Research Association*, March 1-3, New Orleans LA.
- 2012 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 1-3, New Orleans LA.
- 2011 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Houston TX.
- 2010 Entrepreneurship Track, *Marketing Management Association*, March 24-28, Chicago IL.
- 2010 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Dallas TX.
- 2009 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Oklahoma City, OK.
- 2008 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Houston TX.
- 2007 Strategic Management/Business Policy Track, *Southwest Case Research Association's 2007 Conference*, March 3-7, San Diego, CA (Track Chair Irfan Ahmed).
- 2006 Strategic Management/Business Policy Track, *Southwest Case Research Association's 2006 Conference*, March 1-4, Oklahoma City, OK (Track Chair Irfan Ahmed).
- 2005 Global Business Track, *Southwest Decision Science Institute 36th Annual Conference*, March 3-7, Dallas, TX.
- 2004 Services Marketing Track, *AMA Summer Marketing Educator's Conference*, August 3-6 (Track Chair Scott Kelley)
- 2004 International Franchising Track, *18th Annual International Society of Franchising Conference*, Las Vegas, February 9-10 (Track Chair Robert Stassen).
- 2003 Consumer Behavior Track, *AMA Summer Marketing Educator's Conference*, August 15-18, Chicago IL (Track Chair Balaji Krishnan).
- 2003 Marketing Track, *Southwest Decision Science Institute 34th Annual Conference*, March 3-7, Houston, TX.
- 2002 Consumer Behavior Track, *AMA Summer Marketing Educator's Conference*, August 3-6, San Diego CA.
- 2002 Strategic Marketing Track, *Southwest Case Writers Association Conference*, March 6-9, St. Louis MO.
- 2002 E-commerce Track, *Marketing Management Association Spring Conference*, February 27 – March 1, Chicago IL.
- 2002 International Franchising Track, *16th Annual International Society of Franchising Conference*, Orlando FL, February 9-10.
- 2001 Marketing Track, *8th Cross Cultural Research Conference*, Oahu, HI, December 12-15.
- 2001 Marketing Track, *Academy of Business Administration International Conference*, Lisbon Portugal, August 15-21.
- 2001 Marketing Track, *Academy of Business Administration Conference*, April 11-16, San Antonio TX.
- 2001 Marketing Track, *Southwest Decision Science Institute 32nd Annual Conference*, February 28 - March 3, New Orleans LA.
- 2001 Strategic Marketing Track, *Southwest Case Writers Association Conference*, February 28 - March 3, New Orleans LA.
- 2001 International Franchising Track, *15th Annual International Society of Franchising Conference*, Las Vegas NV, February 24-25.
- 2000 Quality and Statistics Track, *Southwest Decision Science Institute 31st Annual Conference*, March 14-18, San Antonio TX.
- 2000 International Franchising Track, *14th Annual International Society of Franchising Conference*, San Diego CA, February 19-20.
- 1999 Relationship Marketing Track, *Institute of Business Administration and Technology 1999 International Conference*, July 7-12, Venice, Italy.

- 1999 International Franchising Track, *13th Annual International Society of Franchising Conference*, Miami Beach FL, March 6-7.
- 1999 International Marketing Track, *Academy of International Business - U.S. Southwest Conference*, March 10-13, Houston TX.
- 1999 Management, Marketing, and International Business Track, *Southwest Decision Science Institute 30th Annual Conference*, March 10-13, Houston TX.
- 1999 Quality and Statistics Track, *Southwest Decision Science Institute 30th Annual Conference*, March 10-13, Houston TX.
- 1998 International Marketing Track, *Academy of International Business - U.S. Southwest Conference*, March 3-7, Dallas TX.
- 1997 *Fifth Annual Southwestern Business Administration Teaching Conference*, October 24-25, Houston TX
- 1997 Relationship Marketing in the next Millennium Track, *American Marketing Association - Relationship Marketing Conference*, June 12-15, Dublin Ireland.
- 1997 Relationship Marketing Track, *Academy of Business Administration National Conference*, April 15-20, Cancun Mexico.
- 1997 Entrepreneurship Track, *Society of Franchising Conference*, March 1-2, Orlando FL.
- 1996 Relationship Marketing and Physical Distribution Track, *Academy of Marketing Science Annual Conference and Faculty Consortium*, May 29 - June 2, Phoenix AZ.
- 1996 Relationship Marketing Track, *Southwest Marketing Association*, March 6-9, San Antonio.
- 1996 Marketing Track, *Southwest Decision Science Institute 27th Annual Conference*, March 6-9, San Antonio TX.
- 1996 International Business-Format Franchising Track, *10th International Society of Franchising Conference*, February 8-10, Honolulu HI.
- Discussant**
- 2001 Global Marketing Issues, *Academy of International Business - U.S. Southwest Conference*, February 28 - March 3, New Orleans LA.
- 2001 Issues in Marketing Strategies, Value, and Quality, *Southwest Decision Science Institute 32nd Annual Conference*, February 28 - March 3, New Orleans LA.
- 2000 Service Quality Issues, *Southwest Decision Science Institute 31st Annual Conference*, March 14-18, San Antonio TX.
- 1998 Marketing Track, *Southwest Decision Science Institute 29th Annual Conference*, March 3-7, Dallas TX.
- 1997 Innovative Education Track, *Southwest Decision Science Institute 28th Annual Conference*, March 11-15, New Orleans LA.
- 1996 Relationship Marketing Track, *Academy of Marketing Science Conference and Faculty Consortium*, May 29 - June 2, Phoenix AZ.
- 1996 Business-to-Business, Marketing Channels, and Relationship Marketing Track, *Southwest Marketing Association*, March 6-9, San Antonio.
- 1995 Relationship Marketing Track, *Academy of Marketing Science Annual Conference*, May 17-20, Orlando FL.
- Track Chair**
- 2018 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 8-11, Albuquerque, NM.
- 2017 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 8-11, Little Rock, AR.
- 2016 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Oklahoma City, OK.
- 2015 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Houston, TX.
- 2014 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 6-8, Dallas, TX.

- 2013 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 13-15, Albuquerque, NM.
- 2012 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 1-3, New Orleans, LA.
- 2011 International Marketing Track, *Association of Collegiate Marketing Educators*, March 8-10, Houston TX.
- 2010 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 3-7, Dallas TX.
- 2009 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Oklahoma City OK.
- 2008 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Houston TX.
- 2001 Marketing Track, *Southwest Decision Science Institute 32nd Annual Conference*, February 28 - March 3, New Orleans LA.
- 2000 Quality and Statistics Track, *Southwest Decision Science Institute 31st Annual Conference*, March 14-18, San Antonio TX.
- 1999 Relationship Marketing Track, *Institute of Business Administration and Technology 1999 International Conference*, July 7-12, Venice, Italy.
- 1999 International Marketing Track, *Academy of International Business - U.S. Southwest Conference*, March 10-13, Houston TX.
- 1997 Relationship Marketing Track, *Academy of Business Administration National Conference*, April 15-20, Cancun Mexico.
- 1996 Marketing Track, *Southwest Decision Science Institute 27th Annual Conference*, March 6-9, San Antonio TX.

Session Chair

- 2017 Teaching Marketing Research through Experiential Learning Track, *Association of Collegiate Marketing Educators*, March 8-11, Little Rock, AR.
- 2016 Issues in Faculty Development Marketing Education and Experiential and Service Learning Track, *Association of Collegiate Marketing Educators*, March 8-11, Oklahoma City OK.
- 2015 Marketing Research Track, *Association of Collegiate Marketing Educators*, March 9-11, Houston TX.
- 2011 International Marketing Track, *Association of Collegiate Marketing Educators*, March 8-10, Houston TX.
- 2008 Doctoral/Graduate Student Track, *Association of Collegiate Marketing Educators*, March 4-8, Houston TX.
- 2001 Issues in Marketing Strategies, Value, and Quality, *Southwest Decision Science Institute 32nd Annual Conference*, February 28 - March 3, New Orleans LA.
- 2000 Service Quality Issues, *Southwest Decision Science Institute 31st Annual Conference*, March 14-18, San Antonio TX.
- 1999 Global Marketing Issues, *Academy of International Business - U.S. Southwest Conference*, March 10-13, Houston TX.
- 1996 Marketing Track, *Southwest Decision Science Institute 27th Annual Conference*, March 6-9, San Antonio TX.
- 1994 International Influences on Decision Making, *Academy of International Business - U.S. Southwest Conference*, March 2-5, Dallas TX.

PANEL

Moderator

- 2015 In the Classroom: How Educator-Entrepreneurs Can Bring Value to Marketing Instruction and Pedagogy, *Association of Collegiate Marketing Educators*, March 9-11, Houston TX.
- 2012 Existing Business Retention and Expansion and Future Initiatives with the City of Huntsville, *Center for Academic Community Engagement Workshop*, Huntsville, TX, October 12.

- 2012 Converting ACE Courses to Scholarly Activity, *Professional Academic Center for Excellence Workshop*, Huntsville, TX, May 1.
- Panelists:**
- 2016 Creating Intersections between Teaching and Research, *Marketing Management Association (MMA) Fall Educators' Conference*, September 14-16, Providence RI.
- 2016 What They Don't Teach You in the Doctoral Program, *Association of Collegiate Marketing Educators*, March 10-12, Oklahoma City, OK.
- 2015 The Gathering, Center for Community Engagement, *Sam Houston State University*, Huntsville, TX, November 20-21 with Lee Miller and Joyce McCauley.
- 2015 How Do You Develop Relationships With Mobile Loving Millennials? A Look At The High Tech Customer Relationship, *53rd Annual Society of Marketing Advances Conference*, San Antonio, TX, November 3-7 with Rajesh Srivastava.
- 2015 Encouraging Reflection: Writing to Further Thinking, *Sam Houston State University Teaching Conference*, Huntsville, TX, August 20 with Lee Miller and Joyce McCauley.
- 2015 In the Classroom: How Educator-Entrepreneurs Can Bring Value to Marketing Instruction and Pedagogy, *Association of Collegiate Marketing Educators*, March 9-11, Houston TX.
- 2015 Building a Community Engagement Culture on Campus, *Texas Deans of Liberal Arts and Sciences Annual Meeting*, February 10, Huntsville, TX.
- 2014 Building Bridges between Town and Gown, *Founders Day*, April 26, Huntsville, TX.
- 2013 Covering Your Bases: How ACE Courses Advance Your Teaching, Research And Service, *Annual College of Humanities and Social Sciences Teaching Conference of Sam Houston State University*, Huntsville, TX August 22.
- 2010 Fostering Case Development as Graduate Pedagogy: Experiences from the Field, *Southwest Case Research Association (SWCRA) Annual Conference*, Dallas, TX, March 2-6.
- 2009 Academic Civic Engagement (ACE) Course, *Fifth Annual College of Humanities and Social Sciences Teaching Conference of Sam Houston State University*, Huntsville, TX August 20.
- 2008 Getting Students Engaged: Community Connections Work, *Fourth Annual College of Humanities and Social Sciences Teaching Conference of Sam Houston State University*, Huntsville, TX August 19.
- 2007 Role of Faculty in a University, *2nd International Conference on Management*, Ahmedabad, India, December 27-29.
- 1999 Information Technology and Marketing Channels, *1999 Society for Marketing Advances Conference*, October 27-30, Atlanta GA.
- 1996 Pedagogical Advances in Relationship Marketing, *Southwest Marketing Association*, March 6-9, San Antonio.
- Participant**
- 2013 *Diving In: Campus Compact's Institute for Community Engagement*, June 4-7, San Antonio TX.
- 1995 *Southwest Marketing Association Doctoral Colloquium*, March 1-4, Houston TX.
- Coordinator**
- 2005 *Academy of Global Business Advancements 2nd World Congress*, January 2-5, New Delhi India, Non Resident Indian Affairs.

TEXT BOOKS

- Contributions**
- 2006 Leipnik, Mark, Sanjay S. Mehta, and John J. Newbold, "Starbucks Use GIS technologies," in *Retailing Management*, 5th edition, by Michael Levy and Barton Weitz.
- 2006 Newbold, John J., Sanjay S. Mehta, and Irfan Ahmed, "Dogwood Kennel: An Old Dog Learns New tricks," in *Great Ideas in Retailing*. A supplement for *Retail Management: A Strategic Approach*, 10th edition, by Barry Berman and Joel R. Evans, Prentice-Hall.
- 2006 Leipnik, Mark L. and Sanjay S. Mehta "Geography Information Systems in Retailing," in *Great Ideas in Retailing*. A supplement for *Retail Management: A Strategic Approach*, 10th

- edition, by Barry Berman and Joel R. Evans, Prentice-Hall.
- 2004 Mehta, Sanjay S. and Mark L. Leipnik "Geography Information Systems," in *Great Ideas in Retailing*. A supplement for *Retail Management: A Strategic Approach*, 9th edition, by Barry Berman and Joel R. Evans, Prentice-Hall.
- 2004 Newbold, John J. and Sanjay S. Mehta "The University Hotel: Developing a Marketing Strategy," in *Great Ideas in Retailing*. A supplement for *Retail Management: A Strategic Approach*, 9th edition, by Barry Berman and Joel R. Evans, Prentice-Hall.
- 2000 Mehta, Sanjay S. "Using Marketing Research Class to Get Students, Faculty, and Administrators Involved in Conducting Institutional Research" in *Great Ideas for Teaching Marketing*, 5th edition, edited by Joseph F. Hair Jr., Charles W. Lamb, and Carl McDaniel, South-Western College Publishing.
- 2000 Mehta, Sanjay S. and Mark R. Leipnik "Using GIS to locate Retail Stores," in *Great Ideas for Teaching Retailing*. A supplement for *Retail Management: A Strategic Approach*, 8th edition, by Barry Berman and Joel R. Evans, Prentice-Hall.
- Acknowledged** 2010 Lamb, Charles W. Jr., Joseph F. Hair Jr., and Carl McDaniel, *Marketing*, 10th edition, Online Focus Group, South-Western.
- 2009 Iacobucci, Dawn, *Marketing Management (MM)*, Telephone Interview, Cengage Learning.
- 2004 McDaniel, Carl Jr. and Roger Gates, *Marketing Research Essentials*, 4th edition, Wiley
- 2000 Davis, Duane, *Business Research for Decision Making*, 5th edition, Duxbury.
- 2000 Solomon, Michael and Elnora Stuart, *Marketing: Real People, Real Choices*, 2nd edition, Prentice-Hall.
- Books Reviewed** 2017 Loos, Andrew, Christian Jurinka and Daniel Padgett, *Applied Basic Marketing*, 1st edition, Wiley (Chapters 9-11 and Book Proposal)
- 2016 Loos, Andrew, Christian Jurinka, and Daniel Padgett, *Applied Basic Marketing*, 1st edition, Wiley (Chapters 6-8)
- 2014 Hunt, Shane and John Mello, *Marketing*, 1st edition, McGraw-Hill.
- 2013 Grewal, Dhruv and Michael Levy, *Marketing*, 4th edition, McGraw-Hill.
- 2013 Kerin, Roger, Steven Hartley, William Rudelius, and Erin Steffes, *Marketing: The Core*, 5th edition, McGraw-Hill
- 2013 Clow, Kenneth E. and Karen E. James, *Essentials of Marketing Research: Putting Research into Practice*, Sage.
- 2013 Mullins, John W. and Orville C Walker Jr., *Marketing Management: A Strategic Decision-Making Approach*, 8th edition, McGraw-Hill.
- 2012 Perreault, William D. Jr., Joseph P. Cannon, E. Jerome McCarthy, *Essentials of Marketing* 13th edition, McGraw-Hill.
- 2011 Grewal, Dhruv and Michael Levy, *Marketing*, 3rd edition, McGraw-Hill.
- 2011 Mullins, John W. and Orville C Walker Jr., *Marketing Management: A Strategic Decision-Making Approach*, 7th edition, McGraw-Hill.
- 2009 Lamb, Charles W. Jr., Joseph F. Hair Jr., and Carl McDaniel, *Marketing*, 10th edition, South-Western. Reviewed the test bank of 3 Chapters (6, 8, and 9).
- 2009 McQuarrie, Edward F., *The Market Research Toolbox*, 3rd edition", Sage Publications.
- 2008 Berman, Barry and Joel R. Evans, *Retail Management: A Strategic Approach*, 11th edition, Prentice-Hall.
- 2008 Malhotra, Naresh, *Marketing Research*, 3rd edition, Prentice Hall.
- 2007 Lamb, Charles W. Jr., Joseph F. Hair Jr., and Carl McDaniel, *Marketing*, 9th edition, South-Western.
- 2007 Solomon, Michael and Elnora Stuart, *Marketing: Real People, Real Choices*, 5th edition, Prentice-Hall.
- 2006 Wood, John J. *Visualizing Advertising*, 1st edition, John Wiley and Sons.
- 2005 Ogden, James R. and Denise T. Ogden, *Retailing: Integrated Retail Management*, Houghton

- Mifflin.
- 2004 Gillespie, Kate, Jean-Pierre Jeannet, and H. David Hennessey, *Global Marketing: An Integrated Approach*, Houghton Mifflin.
- 2004 Lamb, Charles W. Jr., Joseph F. Hair Jr., and Carl McDaniel, *Marketing*, 7th edition, South-Western.
- 2004 Kotler, Philip and Gary Armstrong, *Principles of Marketing*, 10th edition, Person/Prentice Hall.
- 2003 Roberts Mary Lou, *Internet Marketing Integrating Online and Offline Strategies*, McGraw-Hill/Irwin.
- 2002 Kumar V. and George Day, *Introductory Marketing Research*, 3rd edition, South-Western.
- 2002 Shao, Alan, *Principles of Marketing Research*, 5th edition, South-Western.
- 2002 McDaniel, Carl Jr. and Roger Gates, *Marketing Research: The Impact of the Internet*, 5th edition, South-Western.
- 2001 Rayport, Jeffery F. and Bernard J. Jaworski, *E-Commerce*, Irwin/McGraw-Hill and MarketplaceU.
- Assisted**
- 2014 Beta tested “Write Experience 2.0” for Cengage. My Principles of Marketing Class tested two written cases (Cutco Corp and Tic Tac) that were analyzed by Artificial Intelligence.
- 2007 Churchill, Gilbert A. Jr. and Tom J. Brown, *Basic Marketing Research*, 6th edition, Thomson Publishing. Wrote over 400 new questions and edited over 800 old questions for the Test Bank.
- 2000 Rhodes, Robert B., *Statistics for the Social Sciences: A Computer Integrated Approach*, 1st edition, Charles C. Thomas Publishing. Helped write several chapters and computer assignments.
- 1995 Kvanli, Alan H., C. Stephen Guynes, and Robert J. Pavur, *Introduction to Business Statistics: A Computer Integrated Approach*, 4th edition, West Publishing Company. Helped write several examples at the back of the chapters, solved exercises for the instructors' manual and study guide.

NATIONAL/INTERNATIONAL SEMINARS CONDUCTED

Workshop conducted at *Apeejay University*, Sona, India on “The Institutionalization of Academic Community Engagement (ACE): A Viable Pedagogy for Apeejay Stya University” January 11, 2013. Over 30 faculty across many colleges attended the workshop.

Invited speaker at Faculty Colloquium Series at the *Indian Institute of Technology*, New Delhi, India on “My Personal Journey as an Entrepreneur in USA”, December 30, 2012. Over 25 business and non-business faculty and doctoral students attended the seminar.

Invited speaker at Faculty Colloquium Series at *Apajee Institute of Management*, New Delhi, India on “Academic Community Engagement (ACE): A Viable Pedagogy for Business Education”, December 27, 2012. Over 15 business faculty attended the seminar.

Invited speaker to the College of Business Administration Teaching Seminar, “The Nuts and Bolts of Teaching Academic Community Engagement (ACE) Courses in College of Business Administration (COBA),” April 4th 2012. Over 25 business and non-business faculty attended the seminar.

Invited speaker at Faculty Colloquium Series at the *Indian Institute of Technology*, New Delhi, India on “My Personal Journey as an Entrepreneur in USA”, July 15 2011. Over 25 business and non-business faculty and doctoral students attended the seminar.

Invited speaker at Faculty Colloquium Series at *Apajee Institute of Management*, New Delhi, India on

“Academic Community Engagement”, January 2 2011. Over 15 business faculty attended the seminar.

Invited speaker at Faculty Research Seminar at the *Kendal College*, Chicago, IL on “Misuse and abuse of GIS Technologies”, March 25 2008. Over 20 business and non-business faculty attended the seminar.

Invited speaker at Faculty Research Seminar at the *Kazakhstan Institute of Management, Economic, and Strategic Research*, Almaty, Kazakhstan on “Business Application of Geographic Information Systems”, July 21 2006. Over 20 business and non-business faculty attended the seminar.

Invited speaker at Faculty Colloquium Series at the *University of Southern Queensland*, Toowoomba, Australia on “Application of Geographic Information Systems in Business”, June 13 2001. Over 40 business and non-business faculty and doctoral students attended the seminar.

Conducted a two-day Executive Development Seminar with Douglas M. Kline on E-commerce and Internet Marketing for the *Marketing Institute of Singapore*, August 17-18 2000. Over 40 participants attended the seminar.

UNIVERSITY SERVICE

Sam Houston State University University

- UIL Competition
- IRB
- Students who recognized me to have influenced their college life: Alex Raju and Robyn Haney (2009), Thomas Silkwood (2011),
- *Invited Speaker to the COBA Teaching Effectiveness Committee* (Chair Charles Capps), “The Nuts and Bolts of Teaching an Academic Community Engagement (ACE) Course in the College of Business Administration (COBA), April 4, 2012
- COBA representative and members of the *Engaged Scholar Committee* (2009-2012) – Chair Joyce McCauley.
- *Invited Speaker to the SHSU Alumni Board*, presented preliminary results on August 3rd with a follow-up on November 2nd, 2007.
- *Underrepresented Minority Faculty Populations Committee* (2006-11) – Chair Sanjay S. Mehta.
- *Intercultural Awareness Committee Member* (2004-2007) – Chair Holly Miller.
- *Search Committee* for the Sports Management faculty member within the College of Education (Chair: Ryan Zapalac).
- *Search Committee* for the Director of Innovative and Collaborative Research for the Office of Research and Sponsored Programs (Chair: Gordon Plishker).
- *Volunteer Consultant* (2002-2008). Directed students in writing Marketing Plans for organizations on campus (e.g., Alumni Association, Athletic Department, University Hotel, and Career Services). Conducted 10 focus group sessions for the Parking Garage. Conducted 12 focus group sessions for the Higher One Card.
- *American Marketing Association of SHSU Faculty Assistant* (2004-2005). Took 15 students to New York to visit Ziment & Associates Marketing Research, Grey Advertising Worldwide, etc.
- *The Marketing and Recruiting Committee Member* (2001-2002) of “closing the gaps” initiative of SHSU - Chair, R. Dean Lewis.
- *International Programs and Activities Committee* (2003-2005) - Chair Jurg Gerber.
- *The Parking Appeals Committee Member* (2001-2003) and (2003-2005) - Chair Frank Parker.
- *University Research Council Committee Member* (1999-2002), nominated by the faculty senate. Responsible for reviewing proposals for the Research Enhancement Funds of \$180,000 - Chair, Gordon Plishker.
- *University Research Council Social Science Review Subcommittee Chairperson* (2001-2002).

- *Faculty Sponsor* for the Professional Marketing and Management Association (2000-2002).
- *Faculty Co-advisor* for the Indian Students Association (ISA) with Sudeep Vyapari (2000-2002) with Bala Maniam (2002-2003), with Hiranya Nath (2003-2008). The association received the “Sammy Award” for best cultural organization on campus for 2001-02.
- *Invited Judge* (2000), The National Pan-Hellenic Council (NPHC) Greek Week Cook-off, organized by the Multicultural and International Student Services, with Laura Dollar and Mosadi Porter.
- *Business Honors Seminar Instructor* (2001 - 2007). Team-taught the Strategic Marketing Management section of a business honors class - Coordinator, Glenn Sanford & Gene Young. Other faculty members included Ross Quarles, Bala Maniam, and Edward Blackburne.
- *Business Honors Seminar Instructor* (2000). Team-taught the Internet Marketing section of a business honors class - Coordinator, Richard Eglsaer. Other faculty members included Bala Maniam, James Bexley, Edward Blackburne, Leroy Ashorn, and Jo Ann Duffy.
- *Business Honors Seminar Instructor* (1999). Team-taught the Marketing section of a business honors class - Coordinator, Richard Eglsaer. Other faculty members included Bala Maniam, James Bexley, Edward Blackburne, Leroy Ashorn, Jo Ann Duffy, and Charles Stowe.
- *Invited Seminar* (2004), “Primer in SPSS”, Research Symposium of the College of Business Administration.
- *Invited Seminar* (2000), “Is E-marketing Different From Traditional Marketing”, Research Symposium of the College of Business Administration, with Douglas M. Kline.
- *Invited Seminar* (1999), “Business Application of Geographic Information Systems”, Research Symposium of the College of Business Administration, with Mark Leipnik.
- *Student - Honors Program Facilitator* (1999), Cynthia Berringer
- *Student - Faculty Mentor Program* (1997-1999)

College of Business Administration

Chairperson AACSB Reaffirmation Sub-committee on Intellectual Contribution (2001-2003)
E-Commerce Committee (2000-2001)

Member Entrepreneurship Major Committee (2010-2011) – Chip Mathews
AACSB Accreditation Maintenance Committee (2009-2011) - Chair, Bill Green
AACSB Accreditation Maintenance Committee (2003-2008) - Chair, Leroy Ashorn
AACSB Reaffirmation Committee (2000-2003) - Chair, Mitchell J. Muehsam
Graduate Advisory Committee (2003-2010) - Chair, Leroy Ashorn
Graduate Advisory Sub-committee on Appeals (2004-2005) - Chair Elsie Ameen
Graduate Advisory Committee (2000-2003) - Chair, Mitchell J. Muehsam
Assessment Committee (2000-2002) - Chair, Mitchell J. Muehsam
Effective Teaching Committee (2001-2002) - Chair, Charles Capps
Effective Teaching Committee (2000-2001) - Chair, Victor Sower
Academic Scholarship Committee (1999-2004) - Chair, Diane Green
Strategic Management Advisory Committee (2008-2010) – Chair David Taylor
Strategic Planning Advisory Committee (2001-2003) - Chair, Joseph Kavanaugh
International Business Committee (2006-2008) - Chair, Ulyses Balderas
International Business Committee (2001-2004) - Chair, Bill Green
International Business Committee (2000-2001) - Chair, Doug Berg
International Relations Committee (1997-2000) - Chair, Charles Stowe
Library Committee (2001-2002) - Chair, Elsie Ameen
Library Committee (1998-2001) - Chair, Martin Griffin
Public Relations Committee (2005-2010) - Chair, John Newbold
Public Relations Committee (2001-2002) - Chair, Margaret Quarles
Public Relations Committee (1998-2001) - Chair, Charles Stowe
Research Committee (1998-2001) - Chair, Jo Ann Duffy
Web Base Courses/Continuing Education Oversight Committee (2001-2002) - Chair, Victor Sower
Mission Review Committee (1998-2000) - Chair, Jo Ann Duffy

Department of Management and Marketing

- *Strategic Planning Subcommittee for DBA/Master's/Certificate Programs* (2006-07) – Chair Aneika Simmons
- *Undergraduate Student Advisor* (1997-2002)
- *Institutional Effectiveness Committee Chairperson* (1997-1999)
- *Undergraduate Curriculum Committee Chairperson* (1997-1999)
- *Library Liaison* (1997-1998)
- *Graduate Independent Study Students Supervised:* Valencia Collins (2002), Tamara Fikac (2001), Wendy Stewart (2000); Michelle Shilling (2000); Frank Daniels (1999 and 2000); Mandy Bowels (1999); Dawn Luza (1998); Carey Council (1998)
- *Undergraduate Independent Study Students Supervised:* Timothy Edmond (2008); Brandon Frankhouser (2008); Brandi Havers (2001); Kari Shipman (2001); Angela D. Winkler (2001); Steve Barton (2000)
- *Student Internships Sponsored:* Rachel West (2007) at Intuit; Elizabeth Florence (2007) at Houston Astros; Cynthia Berringer (1998) at Enterprise Rent-A-Car; Karen Roque (1998 and 1999) at North Harris Montgomery Community College

University of Texas - Permian Basin

- *Marketing Research Studies Conducted:* Public Relations Office (1997); School of Business (1996); University Library (1995)
- *Institutional Data Committee Member* (1997)
- *Undergraduate Curriculum Committee Member* (1996-1997)
- *Management Faculty Search Committee Member* (1996)

University of North Texas

- *Invited Presenter at a Brown-Bag Seminar sponsored by COBA* (1994) on “Structural Equation Modeling”
- *Marketing Research Studies Conducted:* Student Union (1994); University Library (1993); Computer Services (1992)

ACADEMIC HONORS & SCHOLARSHIPS

- ***Sam Houston State University David Payne Excellence in Community Engagement Award (2016) Recipient.*** This is 1 of 4 awards given annually by SHSU to faculty members that have made significant contributions to the University. I received the award the first year I was nominated.
- Received the 2016 Federation of Business Disciplines Outstanding Educators Award, *Association of Collegiate Marketing Educators Conference*, March 9-12, Oklahoma City, OK.
- One of three finalists for the 2015 Hormel Master Marketing Teacher Award, *Marketing Management Association Spring Conference*, March 25-27, Chicago, IL.
- Received the 2015 Teaching Excellence Award, *Marketing Management Association*.
- Received the 2015 Outstanding Faculty Contributions to Service-Learning Instruction in Higher Education, *2015 Gulf South Summit*, March 11-13, Little Rock, AR. Over 50 faculty members across the country were nominated for the award.
- One of three finalists for the 2015 AccessCapon Teaching Innovation Competition and Award, *2015 Association of Collegiate Marketing Educators Conference*, March 11-14, Houston, TX.
- Received recognition for involving students in the *American Democracy Project* (2006-07).
- ***Sam Houston State University Excellence in Research Award (2004) Recipient.*** This is 1 of 4 awards given annually by SHSU to faculty members that have made significant contributions to the University. I received the award the first year I was nominated.
- Listed in *Who's Who in Business Higher Education* (2003)
- Allied Academics *Distinguished Research Awards* (2000) & (2002)
- Received recognition by six graduating undergraduate SHSU students (1999-2001) as the faculty member who most influenced their college experience.
- Listed thrice in *Who's Who Among America's Teachers* (1998), (2002), (2004), and (2005)

- Received “The Management Science Academic Excellence Award” (1991)
- Selected *Who's Who among Undergraduate (1987) & Graduate (1994) Students in American University and Colleges*
- Awarded Carr Academic Undergraduate (1985-87) & Graduate (1987-88) *Scholarships* worth \$21,000
- Awarded “*La Academia*” Scholarship (1989) worth \$1,000
- National Mathematics Honor Society Member (Pi Mu Epsilon)
- National Computer Science Honor Society Member (Epsilon Delta Pi)

CONTINUING EDUCATION

Participated in the “ERP Simulation Game Workshop” of the *SAP University Alliances North America Faculty Winter Workshops*, January 4-7 2016, Huntsville, TX.

Participated in *Leadercast* (May 8th, 2015), *Leadercast* (May 9th 2014), Huntsville, TX.

Participated in a workshop on *Critical Thinking Across the Curriculum*, Fall 2011, Huntsville, TX.

Attended the *American Democracy Project Seminar*, August 2009, Huntsville, TX.

Attended *Blackboard Day*, presented by the SHSU Blackboard Team, August 15 2008.

Attended *Blackboard Day*, presented by the SHSU Blackboard Team, August 13 2007.

Attended the *2007 McGraw-Hill Technology in Marketing Conference*, Houston TX, March 30.

Attended the *2007 Prentice-Hall Information Technology Conference*, Houston TX, March 23.

Attended the *2007 McGraw-Hill/Irwin Principles of Marketing Symposium*, La Jolla CA, February 1-4.

Attended the *Association to Advance Collegiate Schools of Business (AACSB) International's 2004 Learning from the Leaders Conference*, Denver CO, September 26-28.

Faculty Development in International Business (FDIB) Marketing and Advertising in Asia Study Program, sponsored by University of Hawaii at Manoa's Center for International Business Education and Research (CIBER) Center, Director Dr. Mark Rosenbaum, August 1 – August 15, 2004.

Attended *Grant Writing Workshop* (September 4, 2003) conducted by the Office of Research and Sponsored Programs (ORSP) at SHSU, Huntsville TX.

Attended the *SAP/R3 University Alliances Overview Training Workshop* at Louisiana State University, Baton Rouge, LA, January 6-8, 2003.

Attended *Grant Writing Workshops* (October 17-18, 2002) conducted by the Office of Research and Sponsored Programs (ORSP) at SHSU and Grant Resource Center, Bentwater Country Club, Montgomery TX.

Attended the *22nd Annual American Marketing Association (AMA) Faculty Consortium on Sports Marketing* at University of Kentucky, Lexington, KY, October 3-6, 2002.

Attended the *NVivo Workshop*, sponsored by SHSU and conducted by Dr. Karen I. Conger of DataSense, November 9, 2001. The QSR software (NVivo) is used for conducting Qualitative Research.

Attended the *Association to Advance Collegiate Schools of Business (AACSB) International 2001 Continuous*

Improvement Symposium, St. Louis MO, October 7-9.

Attended the *21st Annual American Marketing Association (AMA) Faculty Consortium on E-commerce* at Texas A&M University, College-Station TX, July 14-17, 2001.

Attended the *Web Marketing World/New Orleans 2000* seminar conducted by Thunder Lizard Productions, Seattle WA, October 30-31, 2000.

Attended the *Direct Marketing Educational (DME) Foundation, Inc. Professors' Institute* on Internet Marketing and Electronic Commerce at San Francisco CA from August 1-4, 2000.

Faculty Development in International Business (FDIB) East Asia Program, sponsored by Texas A & M University's Center for International Business Studies, Director Dr. Julian Gaspar, May 26 - June 12, 1999.

Distance Learning Certification Program, The Center for Technology and Distance Learning, The University Center - North Harris Montgomery Community College, The Woodlands, Training Manager Dr. Cliff B. Blackly, May 18-22, 1998.

Across the University Writing Seminar, Waterwood TX, conducted by Dr. Patricia Williams of Sam Houston State University, October 11-12, 1997.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS (past and present)

American Marketing Association, Western Social Association, Academy of Marketing Science, Atlantic Marketing Association, Marketing Management Association, International Society of Franchising, Southwestern Federation of Administrative Disciplines (i.e., Southwest Decision Science Institute, Academy of International Business - U.S. Southwest, Association for Small Business & Entrepreneurship, Southwest Marketing Association), and Society for Marketing Advances.

GRANTS

\$8000 COBA Summer Research Grant awarded by the COBA Dean titled "Assessment of Academic Community Engagement Courses: Development of a Scale to Measure the Benefits of Community Engagement Projects" (2013).

\$2500 COBA Summer Research Grant awarded by the COBA Dean titled "The Develop of An Alumni Relationship Management Model" (2008).

\$300 Research Grant from the SHSU Alumni Association used to give away prizes for participating in a Alumni Study (2007).

Websurveyor Academic Grant Program (Coordinator: Linda Shives) gives unlimited number of faculty and students at SHSU the ability to conduct unlimited number of online surveys for one-year (2004-2007).

\$1000 Research Grant awarded by the College of Business Administration at SHSU (Dean: Dr. R. Dean Lewis) to give away prizes for participating in a Student Lifestyle Survey with Drs. John J. Newbold and Irfan Ahmed, Assistant Professors of Marketing at Sam Houston State University (2005, 2006).

\$800 Travel Grant awarded by the Center for International Business Education and Research (CIBER) at University of Hawaii at Manoa (Director: Dr. Mark Rosenbaum) for the Faculty Development in International Business (FDIB) Marketing and Advertising in Asia Field Study Program (2004).

\$5000 Research Grant awarded by the SHSU Research Committee (Chair: Dr. Gordon A. Plishker) to develop a service quality instrument for the stock brokerage industry (2002-2003).

\$5000 Research Grant awarded by the SHSU Research Committee (Chair: Dr. Gordon A. Plishker) to study TV Shopping in Singapore (2001-2002).

\$300 Travel Grant awarded by the Center for International Business Education at The University of Michigan to attend the Ninth Southeast Asia Business Research Conference in May 2002 (Director: Dr. Linda Lim).

\$5000 Research Grant awarded by the SHSU Research Committee (Chair: Dr. Richard Payne) to study Fleet side advertising (2000-2001).

\$1000 Fellowship Grant awarded by the Direct Marketing Educational Foundation, Inc. to attend the Professors' Institute on Internet Marketing and E-commerce at San Francisco CA from August 1-4, 2000.

\$500 Research Grant awarded by the College of Business Administration at SHSU (Dean: Dr. R. Dean Lewis) to write an articles on Economic Impact of E-Commerce with Dr. Balasundram Maniam (Assistant Professor of Finance) and Frank Daniels (MBA Student) of Sam Houston State University (1999-2000).

\$1000 Travel Grant awarded by the Center for International Business Education and Research (CIBER) at Texas A & M University (Director: Dr. Julian Gasper) for the Faculty Development in International Business (FDIB) East Asia Program.

\$500 Research Grant awarded by the College of Business Administration at SHSU (Dean: Dr. R. Dean Lewis) to complete the Review article for the Journal of Business Strategies with Dr. Balasundram Maniam (Assistant Professor of Finance) and Dr. Mark Leipnik (Assistant Professor of Geography) of Sam Houston State University (1998-1999).

\$5000 Research Grant awarded by the SHSU Research Committee (Chair: Dr. Bill Covington) to study customer satisfaction/dissatisfaction with Dr. Parthasarathy Krishnamurthy (Assistant Professor of Marketing, University of Houston) in 1998-1999.

\$300 Travel Grant awarded by the Center for International Business Education at The University of Michigan to attend the Fourth Southeast Asia Business Research Conference in May 1993 (Director: Dr. Linda Lim).

The Center for Quality and Productivity at the University of North Texas (Chair: Dr. Victor R. Prybutok), of which I was an active member for approximately 3 years, was awarded several contracts. I was responsible for bidding on several of these projects.

COMMUNITY SERVICE

- Moderated a Brain Storming Session between the University community and City leaders – October 24, 2012
- *Baseball Assistant Coach*, Under-8 league (2004) of the Huntsville Boys Baseball Association (HBBA).
- *Soccer Coach*, Under-6 league (2001-2002) and Under-8 (2002-2003, 2003-2004) of the Huntsville Youth Soccer Association (HVYSA). The U-6 team was the only undefeated team the entire season with a 26-0 record. Under-9 girl's league (2006-2007) and Under-10 coed league (2007-2008) of the Conroe Youth Soccer Association (CYSA).
- *Board Member and Vice-President* of the US Tennis Association Huntsville Area Chapter (HATA). Received a \$2500 grant from the National Recreation and Park Association for conducting Summer Tennis Sessions.

- *Small Business Development Center (SBDC) Volunteer Consultant* (2001-2008), Sam Houston State University, Huntsville TX. Assisted students in writing Marketing Plans for 25 local small and medium size businesses (Scotsman Storage, The Carpet Store, Lake Road Laundromat, Murski's, Community Service Credit Union, Alabasters Box, Mom & Tots, Raven Nest Golf Course, Rock Solid Character, Ernst Jewelers, McKenzie's Burgers & Fries, Heartfield Florist, Movie Gallery, Just-A-Thought, Advantage Travel, Huntsville Funeral Home, Texas Alcohol & Drug Testing Service, CeeBee's Furniture Outlet, Jif-E-Mart/Exxon, Bluebonnet Square Antiques, Frameworks & Gallery, Sarge's Canteen, The Bridal Gallery, Sear's, The Carpet Store, Fairway Barber Shop, Creative Concrete Design, Gathright Photography, Noah's Ark Bed & Breakfast, Easco Commercial & Residential Air Conditioning, Mr. B's Family Dining Restaurant, Murski's Icehouse, Easco Commercial and Residential Air-conditioning, Creative Concrete Design, Floyd's Italian Cuisine, Scrapbook Village, Laffspot Comedy Club, Mail Box Etc., Doran's Boutique, American Bank, Overhead Door Company, Sears, The Carpet Store, etc.).
- *Advisory Council Member* (1999), Walker County Federal Credit Union, Huntsville TX.
- *Marketing Research Studies Conducted:* Huntsville Public Library (2006); Denton Public Library (1994); Denton Park's and Recreation Department (1993); Denton Record Chronicle (1992), Sammons Communications (1991), Colleges and Departmental Committees (2005-2011).

CONSULTING

Proeats, LLC DBA Taco Bell (2008-present), Owners - Sanjay S. and Gurinderjit B. Mehta, Planning, Implementing and Controlling the daily operations and strategic direction of a Chain of 5 Taco Bell Restaurants in and around Orlando FL.

Mehta & Associated (2000-present), Owner – Sanjay S. Mehta, providing consulting services to Small and Medium enterprises in Strategy Development.

Kavanaugh & Associates (2000-present), Owner - Joseph Kavanaugh, assisted in the analysis of an Organizational Environment Survey and the Denison Organizational Culture Survey for the city of **Houston Building Services Employees**. Assisted in the analysis of the Denison Organizational Culture Survey for **Bridgeway Software** (a private organization that writes software for lawyer offices and DOL). Assisted in the analysis of the Denison Organizational Culture Survey for **Stress Engineering** (a firm that specializes in field services within the oil industry).

Founding Board Member of the *Montgomery Youth Soccer Club* (2007-09), a non-profit organization in Montgomery TX.

Business Plan Development (1999-2000), *IndiaConnection.Com*, CEO - Sanjay K. Khurana. An e-Commerce business for Asian Indians around the world. Primary purpose was to seek seed money from venture capitalist.

Image and customer satisfaction study (1996-97), *Kent Kwik Convenience stores and AVIS Lube centers*, Owner - Bill Kent, V.P. - Kenny Drexel.

COMPUTER SKILLS

Familiar with several spread sheets (Lotus 1-2-3, Excel, Qutropro), word processors (Word, Word Perfect), statistical packages (SAS, SPSS, MINITAB, LISREL), operation research packages (LINDO, GINO, QSB, QM, Storm, MS), graphical packages (Harvard Graphics, Power Point Presentation, Word Perfect Presentation), programming languages (Basic, Dbase IV, Fortran, Pascal), operating systems (CMS, MUSIC, DOS), and miscellaneous (PAPYRUS, Conjoint Analysis, CHAID, ITEMAN, META Analysis, Arc View, NVivo, and Learning Management Systems (Blackboard, E-College) software packages. In addition I have

used *Marketplace Business Simulation 6.0* by Ernest Cadotte in the Marketing Management Course.

TEACHING ENHANCEMENT SEMINARS ATTENDED (1-2 hours each)

While a Teaching Fellows/Assistant at UNT, we were required to attend a minimum of twenty hours per semester of Teaching Enhancement Seminars, which include topics such as: Teaching Large Classes, Effective Overheads, Instructional Principles, Use of Lexis/Nexis in the classroom, and Teacher-Student Relationship.

TEACHING INTERESTS

Having taught independent course from freshman to graduate level at five different universities and in seven different departments, my teaching interests vary considerably. These include, but are not limited to Marketing Research, International Marketing, Channels of Distribution, Logistics and Physical Distribution, Pricing, Services Marketing, Consumer Behavior, Operations Research, Statistics, Entrepreneurship, Small Business Management, Internet Marketing, and Sports Marketing.

RESEARCH INTERESTS

Having completed a minimum of 12 graduate semester hours in five disparate yet related disciplines (Economics, Management, Decision Science, Education Research, and Marketing), my research interests vary considerably. These include, but are not limited to Marketing Research, International Marketing, Consumer Behavior, Pricing, Services Marketing, Measurement Theory, Relationship Marketing (banking, franchising), Operations Research, Statistics, Entrepreneurship, Electronic/Internet Marketing, Sports Marketing, and Small Business Management.

METHODS COURSES/SEMINARS TAKEN IN GRADUATE SCHOOL

Multivariate Statistics I & II, Linear Models, Advanced Measurement Theory, Simulation Theory, Decision Theory, Operation Research, Mathematical Programming, Experimental Design, Mathematical Statistics I & II, Survey Research Methodology, Structural Equation Modeling, Advanced Econometrics, Nonparametric Statistics, Forecasting and Time Series Analysis, Quality Control, Statistical Sampling, Stochastic Modeling, and Qualitative Research Techniques.

MARKETING COURSES/SEMINARS TAKEN IN GRADUATE SCHOOL

Marketing Models, Marketing Theory, Consumer Behavior, Marketing Research, Advanced Marketing Research, International Marketing, Marketing Strategy, New Product Development, and Marketing Colloquium.

MULTI-CULTURAL EXPERIENCE

Traveled extensively in *North America* (U.S., Canada, Mexico), *Asia* (Singapore, Malaysia, Indonesia, Thailand, South Korea, Japan, China, Hong Kong, Taiwan, Vietnam, and India), *Europe* (United Kingdom and Germany), and *Australia* (Queensland and New South Wales). Collected data from and made presentations to several organizations in these countries. Results from these studies have been presented at several conferences and published in several journals.

NON-ACADEMIC ACTIVITIES

- *Member of SHSU MBA Students vs. Faculty Softball and Volleyball Teams (2001-2003)*
- *Member of SHSU Faculty/Staff Intramural Volleyball Championship Team (1998-99)*
- *Vice-President (1985-86) and President (1986-87) of the International Students Association of ASU*
- *Winner of ASU singles and doubles Badminton Tournament (1986-88)*
- *Member of ASU Intramural Soccer and Volleyball Championship Teams (1986-87)*
- *Member of the State (Gujarat, India) under-17 tennis, Badminton and Soccer Teams (1980-82)*

NON-TEACHING EXPERIENCE

During my years as an undergraduate student, I worked at several franchise systems in San Angelo Texas (i.e., Pizza Hut, Captain D's, Taco Bell, and Baskin Robbins). While an elementary school and junior high school student at Columbia Missouri, I had a paper route and worked as an "advertisement inserter" for the local newspaper (i.e., Columbia Tribune).

PERSONAL INFORMATION

Myself Born in India on June 21, 1964. Started elementary education in India (1969-73). Continued elementary (1973-76) and junior high school (1976-77) education in Missouri (USA) and graduated from a private high school in India (1982). I returned to the USA in 1984 to pursue tertiary education. Can read, speak, and write English and Hindi fluently. Interests include cooking, listening to music, reading, traveling, and all spectator sports.

Family My wife Gurinderjit B. Mehta (Ph.D. in Education Technology) is Lecturer in the Department of General Business and Finance at Sam Houston State University, Huntsville, TX. We have two children: our son Vir S. Mehta (Student at UT-Austin) was born on October 13, 1995 and our daughter Tara Mehta (Student at UT-Austin) was born on February 15, 1998. My father Dr. Subhash C. Mehta was Professor of Marketing for over 40 years at numerous Institutions (i.e., Indian Institute of Management Ahmadabad, National University of Singapore, University of Southern Queensland, University of Southern Maine, University of Sterling, University of Missouri, etc.)

Status My wife and I are naturalized citizens of USA and my children are citizens by birth.

REFERENCES

Dr. Gary Klein

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