

Irfan Ahmed
January 2018

Address:

Office:
College of Business Administration
Sam Houston State University
Huntsville, TX 77341-2056
Phone: (936) 294-1276
Fax: (936) 294-4284
E-mail: irfanahmed@shsu.edu

Home:
20103 Glen Lake Dr
Spring, TX 77388
Phone: (281) 288-0216
irfanahmed62@gmail.com

Education:

Ph. D., Texas A&M University, 1997.
Major: Marketing

Post Graduate Diploma in Management (M.B.A.), Indian Institute of Management, Ahmedabad, India, 1985.

Post Graduate Diploma in International Trade, Panjab University, India, 1983.

Bachelor of Arts, Osmania University, India, 1982.

Academic Employment:

Sam Houston State University, Department of Management and Marketing,
- September 2010 to present, Associate Professor of Marketing
- July 2004-August 2010: Assistant Professor of Marketing.

University of Alaska Anchorage, August 1996 – May 2004: Assistant Professor of Business Administration (Marketing).

Department of Marketing, Texas A&M University, September 1989-August 1996: Assistant Lecturer/Graduate Assistant.

Research Publications in Refereed Journals/Books:

“Planning Academic Community Engagement Courses” in *Community Engagement Best Practices Across the Disciplines: Applying Course Content to Community Needs*, Heather K. Evans ed., 2017, Rowan and Littlefield.

“A Matter of Life and Death,” in *Journal of the International Academy for Case Studies*, Volume 21, Number 6, 2015, 203-206 (with Janis Warner).

- “Alaskan Native Carver Challenges Urban Retailers,” *Annual Advances in Business Cases* 2010 (with Jeri Rubin).
- “The Negative Effects of Customer Waiting on Service Evaluations: Review of Research and Practice,” *Business Research Yearbook*, Volume 17, 2010 (with Tracey E. Garza).
- “Ascent: Building a Learning Company,” *The Journal of Business Cases and Applications*, Volume II, 2009, (Winter), 41-45 (with Devi Akella).
- “Reinforcing Comprehensive Business Learning Through an Undergraduate Retailing Course: A Prospectus,” *American Journal of Business Education*, Volume 3, 2009, 4 (July), 71-80.
- “When Must the Board of Directors Act? The Case of the Visionary CEO,” *International Journal of Business and Public Administration*, Volume 6, 2009, 1 (Spring), 84-99 (with Rashmi Prasad).
- “Total Quality Management and the Malcolm Baldrige National Quality Award: Benefits and Directions for Banking Institutions,” *The Business Renaissance Quarterly*, Volume 3, 2008, No. 4 (Winter), 49-66 (with Daron Peschel).
- “The Marketing Value Pyramid (MVP): A Pedagogical Model,” *American Journal of Business Research*, Volume 1, 2008, 1, 1-5 (with Charles Capps III and Ronald Earl).
- “ALMA: Empowering Minority Women Entrepreneurs in Alaska,” *Annual Advances in Business Cases 2007* (with Jeri Rubin).
- “The Search for Market Performance,” *Journal of Applied Case Research*, Volume 6, 2007, 3 (December), 31-44 (with Henry Maddux and Rashmi Prasad).
- “Karma-Yoga, and its Implications for Management Thought and Institutional Reform” *Business Research Yearbook*, Volume 13, 2006, Marjorie Adams and Abbass Alkhafaji eds. (with Rashmi Prasad).

Publications in Peer Reviewed Proceedings:

- “Creating an Optimum Study Abroad Experience” in *Walking the Talk: Customer-Centric Marketing Education, 2016 Annual Conference Proceedings*, Chicago: Marketing Management Education (with Pallab Paul, Kimberly Powell and Dorothy Pisarski).
- "Issues in the Private Provisioning of Public Goods: The Case of Free Basics in India," Proceedings of the the 41st Annual Macromarketing Conference, 2016, Norah Campbell, Marius Claudy and Aidan O'Driscoll eds. (with Vivek S. Natarajan and Kabir C. Sen).
- “Immigrant Consumer Experiences and Marketing Activities in the Early 20th Century: A Reading of Upton Sinclair’s ‘The Jungle’,” in *Proceedings of the 14th Biennial Conference on Historical Analysis and Research in Marketing*, 2009 Richard A.

Hawkins, ed., May 2009, 93-101.

“The Role of Marketing Student Organizations in Enhancing Marketing Education: Potential and Challenges,” in *Navigating the Ocean of Change: Marketing Educators’ Association Conference Proceedings*, 2005, Richard S. Lapidus and Kenneth J. Chapman, Eds, pp.151-152 (with Jeri Rubin).

“The Role of Marketing in an Emerging Healthcare Sector: The Case of For-Profit Hospices” in *Proceedings of the Society for Marketing Advances Conference*, 2005 (with John J. Newbold and Sanjay S. Mehta).

Other Publications:

“Dogwood Kennel: An Old Dog Learns New Tricks,” (with John Newbold and Sanjay Mehta), in *Great Ideas in Retailing*, 2005, Barry Berman and Joel R. Evans ed., Upper Saddle River, NJ: Prentice Hall.

“Book Review: Listening to the Voice of the Consumer,” *Journal of the Academy of Marketing Science*, 28, 2 (Spring 2000), 313-315.

Contributed to *Marketing: Your Desktop Companion*, by Edward Forrest and Nigel Pope -- CD-ROM 2.0 published by Irwin/McGraw-Hill, June-2001.

Peer Reviewed Papers Presented at Conferences:

"Indigenous Populations and Marketing Education: Challenges and Strategies" at the Association of Collegiate Marketing Educators Conference, Little Rock, AR, March 2017.

"Product Crisis and Management: A Cross-national Analysis of Recent Cases" at the International Conference on Technology and Business Management (ICTBM-17), Dubai, United Arab Emirates, April 2017.

"Creating an Optimum Study Abroad Experience" at the Marketing Management Association Annual Conference, 2016, Chicago, IL.

"Shanzhai vs Jugaad: A comparison of Asian Innovation Models" at the 11th Asia-Pacific Business Research Conference, Singapore

"Issues in the Private Provisioning of Public Goods: The Case of Free Basics in India," at the 41st Annual Macromarketing Conference, 2016, Dublin, Ireland.

"Incorporating Reflective Learning in a Business Study Abroad Program," at the International Association of Business and Public Administration Disciplines in Dallas, TX, 2016.

“The Emergence of Yoga in Healthcare: A Review of Themes and Issues,” at the Business and

- Health Administration Association Annual Conference 2016, Chicago, IL (with Vivek S. Natarajan).
- “Blue Bells of Alarm: Can a Strong Brand Relationship Mitigate a Product Harm Crisis?" at the Association of Collegiate Marketing Educators Conference, March 2016, Oklahoma City, OK Co-author: Vivek S. Natarajan.
- “Identification of Success Factors for a Social Media Campaign: A Study of the ALS Ice Bucket Challenge” at the International Academy of Business and Public Administration Conference, April 2015, Dallas.
- “To Buy or Not to Buy: A Consideration of Factors that Impact Students' Purchase and Use of Educational Supplements,” at the Association of Collegiate Marketing Educators Conference, March 2015, Houston. Co-author: Vivek Natarajan.
- “Targeting Immigrants: An Exploration of Advertising to Two Immigrant Asian Populations in the United States” at the International Symposium on Business and Management, Tokyo, Japan, November 2014.
- “Case Development and Writing for Global Business Education,” at the International Conference on Technology and Business Management,” Dubai, U.A.E., March 2014.
- "The Effect of Demographic Variables on Service Quality Expectations and Perceptions" at the International Association of Business and Public Administration Disciplines 2013 Conference in Dallas, TX (co-author James Bexley).
- “How International is International? An Analysis of Textbook Content,” Eurasia Business and Economics Society Annual Conference, Istanbul, Turkey, May 2013.
- “Discrimination in Service Quality: Definitions and Implications,” The Clute Institute Conference, Las Vegas, NV, September 2013.
- “A Matter of Life and Death,” at the North American Case Research Association Annual Conference, in Victoria, Canada, October 2013 (Co-author, Janis Warner).
- “Hide and Skin,” at the North American Case Research Association Annual Conference, in Victoria, Canada October 2013 (Co-author, Jeri Rubin).
- "Service Responsiveness and Customer Satisfaction In The Banking Industry" (with Sara Lujan) at the Association of Collegiate Marketing Educators Conference 2012, New Orleans.
- "Research and Manuscript Development in the Business Disciplines" at the International Conference of Technology and Business Administration in Dubai, United Arab Emirates, 2012.
- "Public Policy Considerations In Service Quality" at the International Association of Business

- and Public Administration Disciplines in Dallas, TX, 2012.
- “Peer Reviewing in the Business Disciplines” at the International Conference of Technology and Business Administration in Dubai, United Arab Emirates, 2011.
- “Ethnic Prejudice and External Barriers to Ethnic Market Targeting” at the International Association of Business and Public Administration Disciplines in Dallas, TX, 2011
- “Alaska Tannery on the Skids“ at the Society for Case Research Summer Workshop, Rochester, NY (Co-author: Jeri Rubin), 2011.
- “Employability Attributes for Marketing Positions: A Review and Assessment“ at the Marketing Management Association Fall Educators’ Conference, St. Louis, MO (Co-author: Jeri Rubin), 2011
- “Website Utilization by Business Schools in Developing Countries: The Case of India,” Eurasia Business and Economics Society Annual Conference, Athens, Greece, December 2010 (with Meghna Marolia and Richa Zinjarde)
- “Ethnic Prejudice and External Barriers to Ethnic Market Targeting,” presented at International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas, April 2010 (with Arthur Eipper, Jr.)
- “Consumer and Public Policy Concerns in Product Safety: The Case of Chinese Product Recalls,” presented at the Spring Conference of the International Association of Business and Public Administration Disciplines, Dallas, TX, April 2010.
- “The Negative Effects of Customer Waiting on Service Evaluations: Review of Research and Practice,” presented at the 22nd Annual Conference of the International Association of Business Disciplines, Las Vegas, April 2010 (with Tracey E. Garza).
- “Cultural Literacy Needs for Global Business: Changing the Paradigm,” presented at the Eighth Annual Worldwide Forum on Education and Culture, Rome, Italy, December 2009.
- “Channel Conflict: Alaskan Native Carver Faces Off with Urban Retailer,” presented at the Society for Case Research’s Case Writers’ Workshop, Murfreesboro, TN 2009 (with Jeri Rubin).
- “Immigrant Consumer Experiences and Marketing Activities in the Early 20th Century: A Reading of Upton Sinclair’s ‘The Jungle’” presented at the Conference on Historical Analysis and Research in Marketing, Leicester, U.K., May 2009.
- “Selling the International Job: An Analysis of Recruitment Advertising,” presented at the International Conference on Technology and Business Management, Dubai, U.A.E., March 2009.

- “Distribution Channel Issues in Crafts Businesses: The Case of Whalebone and Ivory Carvings,” presented at Southwest Case Research Association Annual Conference, Oklahoma City, 2009 (with Jeri Rubin).
- “Total Quality Management and the Malcolm Baldrige Award: Benefits and Directions for Banking Institutions,” presented at the Allied Academies Fall Conference, Reno, NV, October 2008 (with Daron Peschel).
- “Marketing Culture-based Products on the Internet,” presented at the CASE Association/Eastern Academy of Management Annual Conference, Washington, D.C., May 2008 (with Steven Dinero and Parimal Bhagat).
- “Governance at Integrated Health Services: A Case Study of the Functions of a Board of Directors,” presented at International Academy of Business and Public Administration Disciplines Conference, Dallas, Texas, April 2008 (with Rashmi Prasad).
- “Recruitment in Academe: A Study of Position Announcements,” presented at the Spring Conference of the International Academy of Business and Public Administration Disciplines, Dallas, TX, April 2008 (with Kathleen Utecht and Charles E. Capps).
- “The Hospice Care Industry: Marketing Challenges,” presented at the Association of Collegiate Marketing Educators Annual Conference, Houston, TX, 2008 (with John Newbold and Rashmi Prasad).
- “The Role of Student Organizations in Enhancing Business Education” presented at Allied Academies Fall Conference, Reno, NV, October 2007.
- “ALMA: Empowering Minority Women Entrepreneurs in Alaska,” presented at the Society for Case Research’s Case Writers’ Workshop, River Falls, WI, 2007 (with Jeri Rubin).
- “Expatriate Populations and Consumption Behavior” presented at the Global Conference on Business and Finance Research,” San Jose, Costa Rica, May 2007.
- “Cultural Literacy and the Teaching of Marketing,” presented at the Marketing Management Association Fall Educators’ Conference, Nashville, 2006.
- “Directors’ Dilemmas: The Board and the Visionary CEO,” presented at the Society for Case Research’s Case Writers’ Workshop, Fort Wayne, IN, 2006 (with Rashmi Prasad).
- “The Kodiak Island Business Incubator Project,” presented at the Southwest Case Research Association Annual Conference, Oklahoma City, 2006 (with Jeri Rubin).
- “The Role of Marketing in an Emerging Healthcare Sector: The Case of For-Profit Hospices,” Society for Marketing Advances Annual Conference, San Antonio, 2005 (with John Newbold and Sanjay S. Mehta).

“Reinforcing Comprehensive Business Learning Through An Undergraduate Retailing Course: A Proposal,” The International College Teaching Methods and Styles Annual Conference, Reno, 2005.

“The Role of Marketing Student Organizations in Enhancing Marketing Education: Potential and Challenges,” presented at the Marketing Educators’ Association Annual Conference, San Diego, 2005 (with Jeri Rubin).

“Robert N. Elkins and Integrated Health Services: Visionary, Villain or Victim?” Southwest Case Research Association Annual Conference, Dallas, 2005 (with Rashmi Prasad).

“The Internationalization of Retail Education: A Prospectus,” International Conference on Retailing and Sourcing, New Delhi, India, 2005.

“Ethno-regional Products in the Global Economy: Research Implications,” International Conference on Marketing Strategies for Firms in Emerging Markets,” Kozhikode, India, 2004.

“Cultural Literacy and Business Education,” presented at the International Business Education and Research Conference, Las Vegas, NV, October 2004.

Teaching:

Courses taught at Sam Houston State University

- Developed and offered a new Study Abroad course MKTG 4080/4385/4085 (Business in the Middle East), Fall 2014-17.
- Principles of Marketing (MKT 371/MKTG 3310) – Summer 2004-2013, Fall 2004, 2015-17, Spring 2006.
- Retailing (MKT 376) – Fall 2004, 2005.
- International Management and Marketing (MKT 471/MKTG 4330) – Spring, Summer and Fall, 2005-14, Spring 2014-17.
- Services Management and Marketing (MKT 568), Executive MBA, Fall 2007-17.
- Marketing Management (MKT 570/MKTG 5330) – Summer 2005, 2009, 2011, 2012-16; Spring and Fall 2007-13, Spring 2014, 2016-17, Fall 2015. Online section(s) since Fall 2011.
- Marketing Problems (MKT 572) – Summer 2010.

Service to the University:

- Chair, Faculty Affairs Subcommittee of the SHSU Faculty Senate, 2015-16.
- Member, SHSU Faculty Senate, 2014-17.

Service to the Discipline:

Leadership Positions in Organizations:

- Southwest Case Research Association:

- Vice President, Publications 2015-18.
 - President, 2013-14.
 - Various other positions, Track Chair, Manuscript Reviewer, multiple years.
- Association of Collegiate Marketing Educators:
 - President, 2017-18
 - Vice President for Programs/Program Chair, 2016-17.
 - Vice-President of Membership, 2015-16.
 - Secretary, 2014-15.
 - Track Chair, and Manuscript Reviewer, multiple years.
- International Forum of Management Scholars:
 - Member, International Advisory Council, 2014- continuing.

Other Service:

- Member, Boren Awards Selection Panel, 2017.
- Member, Fulbright Awards Selection Committee, 2010, 2011, 2012.

Editorial/Reviewing:

- *Journal of Applied Case Research*
 - Editor, March 2015-ongoing.
 - Associate Editor, 2013-15.
- Proceedings Editor, Southwest Case Research Association Conference Proceedings, 2015-17.
- Member, Editorial Board, AIMS International Journal of Management, 2009-2018.
- Member, Editorial Board, *Journal of International Academy of Case Studies*, 2015-17.
- Manuscript Reviewer, *Journal of Business Strategies*, 2006 – ongoing.
- Manuscript Reviewer, *FBD Journal*, 2015.
- Manuscript Reviewer, Eastern Academy of Management Annual Conference, 2009-14.
- Manuscript Reviewer, Ninth Biennial Conference on Historical Analysis and Research in Marketing, 2009.
- Manuscript Reviewer, Academy of Marketing Studies Journal, 2007-09.
- Manuscript Reviewer. *Journal of Business Ethics*, special issue on Asian Marketing, 2008.
- Manuscript Reviewer, Eastern Academy of Management Annual Conference, 2008.
- Manuscript Reviewer, *Annual Advances in Business Cases*, 2007.
- Manuscript Reviewer, *Asian Journal of Marketing*, 2006.
- Manuscript Reviewer, *Journal of Academy of Marketing Studies*, 2006.
- Manuscript Reviewer, Society for Marketing Advances Conference, 2006.
- Manuscript Reviewer, Western Decision Sciences Conference, 2006.
- Manuscript Reviewer, American Marketing Association Winter Marketing Educators Conference, 2006.
- Manuscript Reviewer, American Marketing Association Summer Marketing Educators Conference, 2005.
- Manuscript Reviewer, Marketing Educators' Association Annual Conference, 2005.

Honors and Awards:

- McGraw Hill Outstanding Educator Award, Southwest Case Research Association/Federation of Business Disciplines, 2015.
- Distinguished Service Award, International Forum of Management Scholars, 2014.
- Editor of the Year Award, *AIMS Journal*, 2012.
- Doctoral Student Research Award, Department of Marketing, Texas A&M University, 1992.

Industry Experience:

- The Shipping Corporation of India Ltd., Mumbai, India. Junior Officer Trainee, 1985
- Clarion Advertising Services Ltd., Mumbai, India. Account Executive, 1986-87.
- Sista's Advertising Private Ltd., Hyderabad, India. Senior Account Executive, 1987-89.

References:

Professor Rashmi Prasad
National Director and Dean, College of Business
Western Governors University
Salt Lake City, UT 84107
E-mail: rashmi.prasad@wgu.edu

Dr. William M. Pride
Professor Emeritus
Lowry Mays Graduate School of Business
Texas A&M University
College Station, TX 77843-4112
E-mail: w-pride@tamu.edu