

Curriculum Vitae



Dr. NITISH SINGH
Associate Professor
The Boeing Institute of
International Business
St. Louis University, USA
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 St Louis MO 63110, USA

Positions Held

Assoc. Professor (Tenured) International Business: The Boeing Institute of International Business, St. Louis Univ.
 Program Founder & Developer: Cert. in Ethics & Compliance Management & Cert. in Web Globalization Mgt., St. Louis Univ.
 Scholar Member: Center for Sustainability, St. Louis University.
 Professor Marketing California State Univ. Chico (2003-2007)
 Blog: Corporate Ethics and Compliance Professor
www.ethicsresources.org

Ph.D. Marketing & International Business, St. Louis University, U.S.A (2003)
MA & MBA University of South Wales-U.K (1997), Pune University-India (1995)
Certifications Texas-Tech Univ. Cert in SEM-MPLUS
 GRI Cert. in Sustainability Reporting

Expertise

Digital Media Marketing, Global E-business, Ethics & Compliance, International Marketing, Global Strategy, Corporate Responsibility & Environmental Sustainability

Research Achievements

- ✚ Publications: 55 journal publications
- ✚ Quality: 16 papers in Top Rank Journals
- ✚ Productivity: Avg. 4 Journal papers per year
- ✚ Impact: Citation Count 1674
- ✚ Recognition: 2 Research Excellence Awards
- ✚ Scholarly Books: 4 books.
- ✚ Presentations: 76 conference presentations
- ✚ Reviewer Recognition: Top 10 reviewers by IMR
- ✚ Invited Guest Editor: IMR, JECR, DATABASE, IJBE
- ✚ Associate Editor: JECR, IJBE & Edit. Board of IMR.
- ✚ Tenure: Early tenure at St Louis Univ. & CSU Chico
- ✚ Supervised: 8 Doctoral Dissertations

Teaching Achievements

- ✚ Quality: Avg. Teaching Evaluation in 90th Percentile
- ✚ Recognition: Teaching, Faculty & Service Excellence Awards
- ✚ Impact: >30 student papers published/presented at conf.
- ✚ Courses Taught: More than 20 unique courses taught
- ✚ Online Courses: developed in Localization, Localization Project Mgt., Web Globalization, and Ethics & Compliance
- ✚ Hybrid Courses: in Ethics of Wrong Doing, Localization, International E-Business, Global Digital Media Marketing
- ✚ Teaching Expertise: Strategy, Digital Media Mktg., Ethics, Compliance, Global e-business, Localization, International Mktg., Sustainability Reporting, CSR & PhD courses with focus on Int. business theory, Ethics, CSR, and Research Methods.

Program Innovations & Outreach

- My online and hybrid executive education programs taken by executives from *Accenture, Adobe, Apple, AT&T, Boeing, FedEx, HP, IBM, Marriot, Rosetta Stone, Suncor, Verisign, Wells Fargo, Yahoo* and other companies.
- Developed 130 hour *Online Certificate in Corporate Ethics and Compliance Management*.(2012-2014)
- Developed Blended course: *Global Social Media Marketing & Localization*. Kedge Business School in France. 2014.
- Developed & directed a unique MBA experiential blended course, "*Reclaiming the Human Spirit: Prison Experience & Learning from White Collar Offenders*"- 2013. BizEd Magazine featured it in July/August 2014 Issue.
- Developed, 110 hours Online Executive *Certificate in Web Globalization Management*.
- At California State University Chico I developed Blended/Online *Localization Certification Program & Localization Project Management program*. The program implemented in USA, France, Germany, & Canada. 2005-2011.

Grants & Fundraising for Universities

\$500,000: (Lead PI)	\$150,000: (Lead PI)	\$20,000: (Lead PI)	\$50,000 (Lead PI)	> \$100,000
US. Dept. of Education Grant & Matching funds. App. (2006-2008). For Int. Bus. Education	Qatar National Research FDN. App. (2012-2015). For Arabic Localization	LMI Grant. 2013. For: Assessing Sustainability Reporting metrics at US Federal Agencies.	App. Grant funds from various internal university grants at CSU and St Louis University.	Funds raised to help executive outreach programs at St Louis Univ. & CSU Chico

Administrative Experience

1. Conference Co-Organizer for Brand2Global: Global Marketing & Digital Media Conference. Manage conference planning, paper submissions, and speaker recruitment. (2014 Onwards)
2. Blog Administrator for 'Corporate Ethics and Compliance Professors' www.ethicsresources.org. Manage full blog maintenance, content creation and marketing. (2014 Onwards)
3. Grant Administrator & PI for Qatar National Research Foundation's highly Competitive International Grant. Grant reporting, research office coordination, budgeting and grant research(2012-2015)
4. Director Program Innovations St Louis University: Proposed and got approved Dual MBA/Master in Sustainability Degree, Proposed a New Executive DBA program and Global Immersion Courses. (2012-2014)
5. Interim Director: Emerson Ethics Center St Louis Univ.: Under my leadership I did \$45,000 in fund raising, Developed, marketed and taught 130 Hours of Online Certificate in Ethics & Compliance. The Certificate generated more than \$150,000 during my short tenure. Implemented school wide Ethics across Curriculum Initiative. (2012)
6. Scholar Member Center for Sustainability: Principal Organizer, in collaboration with GRI, Global Reporting Initiative's first U.S. Sustainability Reporting Conference. Conference attracted more than 200 delegates. Also organized GRI Certification in sustainability reporting. (2011-onwards).
7. External Grant Reviewer & Auditor for US Department of Education & University of Nevada Las Vegas respectively

Scholarly Books¹

1. Nitish Singh and Tom Bussen (2015) *Compliance Management: A How to Guide for Executives, Lawyers, and Other Compliance Professionals*. Praeger Publishing. Forthcoming.
2. Nitish Singh (2012) *Localization Strategies for Global E-Business*. Cambridge University Press.
3. Nitish Singh and Arun Periera (2011). *The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace*. Routledge; 1 edition (December 7, 2011). Highly Recommended by ChoiceReviews.Online,
4. M. Shareef, Y.K Dwivedi, MD Williams, Nitish Singh. (2009) *Proliferation of the Internet Economy: E-Commerce for the Global Adoption, Resistance and Cultural Evolution*. Published by Idea Group.

Publications

Level 1 Journals: (Based on Gold Journal Rankings of JCSB /Impact Factor²):

1. C. Harmeling P. Magnusson and Nitish Singh (2015), "Beyond Anger: A Deeper Look at Consumer Animosity," *Journal of International Business Studies (JIBS)*, Forthcoming
2. K. Lehnert, Y. Park and Nitish Singh (2015), "Research Note & Update on J. L. Craft Review of the Empirical Ethical Decision Making Literature - Boundary Conditions & Extensions," *Journal of Business Ethics*, Forthcoming
3. B. Bartikowski, Nitish Singh (2014), "Should all firms adapt websites to international audiences?," *Journal of Business Research*, Volume 67, Issue 3, 246–252
4. Nitish Singh, J. Park, M. Kalliny (2013), "A Framework to Localize Business to Business Web Sites," *The Data Base for Advances in Information Systems*, Volume 44, issue 1, 56-77
5. S. Westjohn, Nitish Singh and P. Magnusson (2012), "Responsiveness to Global and Local Consumer Culture Positioning: A Personality and Collective Identity Perspective," *Journal of International Marketing*, Volume 20, Issue 1, 58–73
6. Nitish Singh, B. Bartikowski, Y. Dwivedi and M. Williams (2009), " Global megatrends and the web: convergence of globalization, networks and innovation," *The Data Base for Advances in Information Systems*, Volume 40 , Issue 4, Pages: 14-27

¹ Scholarly Books that have been based on my research data such as empirical data, interviews, cases, conceptual ideas and insights.

² Level-1 Journals are peer reviewed journals ranked based on JCSB St Louis University Rankings and/or 5 yr. Impact factor of 1 and higher, and total cites of over 150. (IF source: Journal citation reports ISI web). Organized chronologically by year

7. Nitish Singh, D.W. Baack, A. Pereira and D. Baack (2008), "Culturally Customizing Websites for U.S. Hispanic Online Consumers: An Application of Levels of Acculturation Differences," *Journal of Advertising Research* Vol. 48, No. 2 (June). Pg. 224-234.
8. D. Baack, Nitish Singh (2007), "Culture and Symbol Systems: An Investigation of the Link between Culture and Web Communications." *Journal of Business Research*, Vol. 60 (3). Pg 188-181.
9. Nitish, Singh G. Fassott, M. Chao, J. A. Hoffmann (2006), "Understanding Int. web site usage: A cross-national study of German, Brazilian, & Taiwanese consumers," *International Marketing Review*, Vol. 23 (1). Pg. 93-97.
10. S. Krishnamurthy, Nitish Singh (2006), "The international e-marketing framework: Identifying building blocks for future global e-marketing research." *International Marketing Review*, Vol. 22 (6).605-610.
11. Nitish, Singh V. Kumar and D. Baack. (2005), "Adaptation of Cultural content: Evidence from B2C E-commerce Firms," *European Journal of Marketing*, Vol. 39 (1/2). Pg. 71-86.
12. Nitish, Singh J. Zhao and Hu (2005), "Analyzing cultural information on web sites: A cross-national study of web site from China, India, Japan, & U.S." *International Marketing Review*, Vol. 22 (2), 129-146.
13. Nitish Singh & H.Matsuo (2004), "Measuring Cultural Adaptation on the Web: An Exploratory Study of U.S. and Japanese Web Sites," *Journal of Business Research (JBR)*, Vol. 57 (8). Pg. 864-872.
14. Nitish Singh and D. Baack (2004), "Website adaptation: Cross-Cultural Comparison of U.S. and Mexican Web sites," *Journal of Computer Mediated Communication (JCMC)*, Vol. 9 (4). Pg. 00-00. (Online)
15. Nitish, Singh A. Periera and Ik Kwon (2003), "Ethnic Consumer Socialization: An Exploratory Study of Socialization Influences among three Ethnic groups," *Psychology & Marketing*. Vol. 10 October. Pg. 867-881.
16. Nitish Singh and S. Kundu (2002), "Explaining the Growth of E-Commerce Corporations: An Extension of Eclectic Paradigm." *Journal of International Business studies (JIBS)* December, 679-697.

Level 2 Journals³:

17. J. P. Little and Nitish Singh (2015), "Decontextualizing Consumer Animosity", *Journal of Global Marketing*, Forthcoming
18. W. Chun, Nitish Singh, B. Mamoun, R. Sobh (2015), "A Comparative Analysis of Arab and U.S. Cultural Values on the Web," *Journal of Global Marketing*, Forthcoming
19. Nitish Singh, Y. Hwal, C. Reisdorff, B. Bartikowski (2014), "Green Firm Specific Advantages for Enhancing Environmental and Economic Performance', *Global Business and Organizational Excellence (GBOE)*. Volume 34, Issue 1, pg. 6-17.
20. J. P. Little, Nitish Singh (2014), "A Research Note: An Exploratory Study of Anglo-American Consumer Animosity towards the Use of the Spanish Language," *Journal of Marketing Theory and Practice*". Volume 22, Issue 3, pg. 315-323.
21. B. Bartikowski and Nitish Singh (2014), "Doing E-Business in France Drivers of Online Trust in B2C Websites," *Global Business and Organizational Excellence (GBOE)*. Volume 33, Issue 4, pg. 28-36.
22. Baack, D.W, Nitish Singh, D. Baack (2013), "Culturally Customizing Websites for Immigrant Communities in the United States: Acculturation and Content Preference Convergence," *Journal of Promotion Management*, Vol. 19 (1), 38-53.
23. Nitish, Singh, K. Lehnert, K. Bostick (2012), "Global Social Media Usage: Insights into Reaching Consumers World Wide," *Thunderbird International Business Review*, Vol 54, No 5, 683-700
24. Chao, M., Nitish Singh, V.Hsu., C.Y. Nancy., J.Chao (2012), "Web Site Localization In The Chinese Market," *Journal of Electronic Commerce Research*, Vol 13, No 1, Pg. 33-49.

³ Level-2 Journals have impact factor generally <1 (IF source: Journal citation reports ISI web). Organized chronologically by year

25. Yalcin, S, Nitish Singh, Y, Dwivedi, A.R, Apil, and S. Sayfullin (2011), "Culture and Localization on the Web: Evidence from Multinationals in Russia and Turkey", *Journal of Electronic Commerce Research*, volume12, Issue-1, Pages: 94-114
26. Nitish, Singh (2011), "A Note on "Supply Chain Capability as a Determinant of FDI," *Multinational Business Review*, Volume 19, Issue-3, Pages: 253-255
27. Nitish Singh, D. Baack and J. Bott (2010), "Are Multinationals Localizing Their Websites? The Link Between Managerial Attitudes and MNE Web Content," *International Journal of Commerce and Management*. Volume 20, Issue 3, pg. 258-267.
28. H. Alhorr, Nitish Singh and S. Kim (2010), "E-Commerce on the Global Platform: Strategic Insights on the Localization-Standardization Perspective," *Journal of Electronic Commerce Research*, Volume 11, Issue -1, 6-13
29. S. Yalcin, Nitish Singh, A.R. Apil, S. Sayfullin, & K. Staub (2010), "Culture and Marketing Communications on the Web: A Cross-Cultural Analysis," *Journal of Euromarketing*, 19(2/3), 93-113
30. Nitish Singh, J. Spillan and J. Little (2009), "Web Site Localization Practices: Some Insights into the Localization Industry," *International Journal of E-Adoption*. Vol-1, Issue-2, 36-54
31. Spillan, J., Nitish Singh and C. Ziemnowicz (2009), "Consumer Lifestyles and market segmentation in Chile," *The Journal of International Business Research and Practice*, Vol 3. Pg. 1-15.
32. Nitish Singh, B. Bartikowski (2009) "A Cross-Cultural Analysis of Print Advertising Targeted to Hispanic and Non-Hispanic American Consumers" *Thunderbird International Business Review*. Vol 51 (2). Pg. 151-164.
33. Nitish Singh, D. Toy and LK. Wright (2009), "A diagnostic framework for measuring Web-site localization," *Thunderbird International Business Review*, Vol 51 (3). Pg. 281-295
34. Nitish Singh, Baack, D. W; Kundu, S. K; Hurtado, C. (2008) "U.S. Hispanic consumer e-commerce preferences: expectations and attitudes toward web content." *Journal of Electronic Commerce Research*, May. Pg. 162-175.
35. V. Kumar, Nitish Singh (2008), "Internationalization and performance of Indian pharmaceutical firms," *Thunderbird International Business Review*, Vol. 50 (5). Pg. 321-330.
36. Yu H. Xie and Nitish Singh (2007), "The Impact of Young Adults' Socialization on Consumer Innovativeness." *Journal of Customer Behavior*, Vol. 6 winter. Pg. 229-248.
37. J.E. Spillan, J. Parnell and Nitish Singh (2007), "Competitive Strategies in Emerging Economies: An Exploratory Marketing Perspective," *Journal of Transnational management*, Vol.2 (4).pg. 55-76.
38. Nitish. Singh, M. Chao (2006), "Multivariate Statistical Approach to Socialization and Consumer Activities of Young Adults." *The Marketing Management Journal*, Vol. 16 Issue 2, p67-80.
39. J. A. Parnell¹, J. E. Spillan, Nitish Singh (2006), "Strategy Through the Eyes of the Consumer: An Exploratory Study Across Emerging Economies," *Panorama Socioeconomico*, 33 (December). Pg. 50-64.
40. Nitish, Singh G. Fassott, H. Zhao, P. D Boughton (2006), "Cross-cultural analysis of German, Chinese and Indian consumers' perception of web site adaptation." *Journal of Consumer Behavior*, Vol. 5 (1). Pg. 56-68.
41. Bartikowski, B, Georg Fassot and Nitish Singh (2006), "L'acceptation des sites Web à l'international Une étude Franco-Allemande," *Revue du Manamgement Technologique*, France.
42. Singh, Nitish and Marco Gomez (2005), "An Exploratory Study of Hispanic Cultural Values," *Review of Business Research*.
43. Singh, Nitish & P. Boughton (2005), "Measuring Web Site Globalization: A Cross-Sectional country and Industry Level Analysis." *Journal of Web Site Promotion*. Vol. 1(3)
44. Singh, Nitish, O. Furrerr, M. Ostinelli (2004), "To Localize or to Standardize on the Web: Empirical Evidence from Italy, India, Netherlands, Spain, and Switzerland," *Multinational Business Review*, Vol. 12 (1). Pg. 69-87.
45. Singh, Nitish (2004), "From Cultural Models to Cultural Categories: A framework for cultural analysis," *The Journal of American Academy of Business*, Vol 5 (1/2). Pg. 95-101.

46. Stubbfield, B and Nitish Singh (2004), "Studying influences of underage drinking in the U.S.: A content analytic study of alcohol adverts in popular magazines," *Journal of Academy of Business and Economics*, vol. 4 (1).
47. Smith, R. and Nitish Singh (2004), "Cocooning in America: An Exploratory Study of Americans Resorting to their Home," *Review of Business Research*, vol. 3 (1).
48. Singh, Nitish, J. Zhao & X.Hu (2002), "Cultural Adaptation on the Web: A Study of American Companies' Chinese Web sites." *Journal of Global Information Management (JGIM)*. Vol. 11 (3). Pg. 63-80.
49. Singh, Nitish (2002), "Analyzing Cultural Sensitivity of Web Sites," *Journal of Practical Global Business*, April 2002.
50. Singh, Nitish (2002), "Truth and Dare: A Research Note on an Eclectic Agenda for Marketing." *Developments in Marketing Science*, Vol. 25, June 2002.
51. Singh, Nitish and Hisako Matsuo (2002), "A Framework to Measure Cultural Values on the Web." *E-Business Review*, Vol. 2, March.
52. Singh, Nitish (2002), "Analyzing Cultural Adaptability of Web sites: A Perceptual Framework." *Proceedings of Midwest Academy of International Business*, February.
53. Singh, Nitish (2001), "Economic Action on the Internet: A Network Organization Approach." *Journal of E-Business*, Vol 1. Issue 1: June 2001.
54. Singh, Nitish (2001), "A Framework to Measure Embeddedness on the Web." *E-Business Review*, Vol 1. No. 1.
55. Singh, Nitish and Ik-Whan Kwon (2001), "Socio-psychological determinants of Consumer Ethnocentrism: An Ethnic-Subcultural Analysis." *Proceedings of Association of Marketing Theory and Practice*, March.

Book Chapter:

56. Nitish Singh and Hongxin Zhao (2011) "Global Web and Culture" In: *International Business in the 21st Century*, volume 3, edited by Bruce D. Keillor & Timothy J. Wilkinson. Praeger

Professional Publications

1. Nitish Singh and Thomas Bussen (2014), "Why Compliance Professionals need to think about national cultures," *Compliance & Ethics Professional* July Issue.
2. Nitish Singh and Thomas Bussen (2014), "Experiential Ethics" *BizEd* July/Aug.
3. Nitish Sing (2013), "A Holistic Approach to Sustainability Reporting For Federal Agencies," A report done for LMI Government Consulting.
4. Nitish Singh (2009) "Unleashing the Power of the Global Web" *Language at Work - Bridging theory and Practice*. Forthcoming (Popular press-non-refereed)
5. Martin Spethman and Nitish Singh (2009) "Web Globalization and E-Business for Argentina and Brazil" *Multilingual* (June) #104 Vol. 20 Issue 4. Pg. 32-335. (Trade press-non-refereed)
6. Martin Spethman and Nitish Singh (2009) "Web Globalization and E-Business for China" *Multilingual* (March) #102 Vol. 20 Issue 2. Pg. 37-39. (Trade press-non-refereed)
7. Nitish Singh (2008), "Importance of Localization Education", *TC World*, Jan/Feb. pg. 30-31.
8. Don De Palma and Nitish Singh (2006), "Global Handshake." *American Executive*-November issue.

National and International Conference Presentations

1. "Unveiling the Myth between Environmental Performance and Economic Performance: The Role of Green FSAs and Country Level Institutions" (J. Ma, N. Singh, J.Yang) *Academy of International Business (AIB) 2014 Vancouver Conference*.

2. "Localizing to Arabic Speaking Consumers: Comparative Insights from Print Advertising" (N. Singh, W. Chun, R. Sob, B. Mamoun), Academy of International Business (AIB) 2014 Vancouver Conference.
3. "Do CSR focused ETFs beat the markets?" (Sang Bong Lee and N. Singh) Academy of International Business South East (AIB-SE) Miami 2014
4. "An Eclectic Framework for Sustainability Reports: Implications for Socially Responsible Investors", (J.Yang, J. Ma, N. Singh) 2014 Academy of Marketing Science (AMS), Indianapolis
5. "When Country and Company Cultures Collide: Implications for Ethics and Compliance Programs (C. Morrison., N. Singh) 2014 Society of Corporate Compliance and Ethics Conference (SCCE) Chicago.
6. "Green Firm Specific Advantages for Enhancing Environmental and Economic Performance", (Nitish Singh, Carrie R. Tolmei, Yung-Hwal Park), Academy of International Business (AIB) 2012, Washington DC.
7. "A Multi-Country Study of Business Social Media Uses," (JC Blewitt, C. Harmeling, Y.Park), American Marketing Education (AMA) 2012, Chicago.
8. "Consumers' Global Identity and National Identity: An Empirical Study," (J.Zhou., & J.Yu), American Marketing Education (AMA) 2012, Chicago.
9. "Competitive Advantage: Chindia," Localization World Conference, (Invited Speaker), 2012, Seattle.
10. "Global Branding: A Segmenting Model for Optimization" Virtual XChange: The New Global Enterprise: Reaching Global Markets-(AMA) (Opening Keynote: Invited Speaker), Oct 30th 2012
11. "Priming the Pump for Change: Leveraging the UN PRME for Catalytic Outcomes," (Timothy Keane, James A.F. Stoner, Nitish Singh), Society for Business Ethics (SBE) 2012, Boston.
12. "Should All Firms Culturally Adapt Their Websites to International Audiences?" (Boris Bartikowski), Seventh Royal Bank International Research Seminar 2011 Concordia University Ca.
13. "Reactivity Vs. Proactivity: A Cooperative Environmental Strategy for Multinational Enterprises" (Carrie R Tolmie), Academy of International Business (AIB) South East 2011.
14. "The Rise of Chindia: Opportunity or Threat," WorldWare Conference, Santa Clara 2011 (invited speaker).
15. "Culturally Customizing Websites for Immigrant Communities: An Application of Levels of Acculturation Differences," (Dan Baack), Academy of International Business (AIB) 2010
16. "Effect of Personality Traits on Global and National Identification and Attitude toward the Ad,"(Stan Westjohn and Peter Magnusson), American Marketing Education (AMA) 2010 Boston, MA
17. "Anglo-American Animosity towards the use of the Spanish Language: An Exploratory Study," (Joseph L Little). American Marketing Education (AMA) 2010 Boston, MA
18. "Web site Localization in the Chinese Market," (Chen Ho Chao and Vincent Hsu), Global Marketing Conference, (GMC) 2010
19. "Web Sites Localization and Korean Consumer E-Commerce Expectations," (J.Park, S.Kim) Academy of International Business (AIB) 2009
20. "Culture and Marketing Communications on the Web: A Cross-cultural Analysis," (S.Yalcin, A.R. Apil, K. Staub, S.Sayfullin) Academy of International Business (AIB) 2009
21. "Global Megatrends" The Localization World Conference, Santa Clara, Oct 2009 (Invited Speaker)
22. "Web Site Cultural Adaptation as a Driver of Online Trust in Global E-Commerce" (B.Bartikowski and D.Merunka) Academy of International Business (AIB) 2008
23. "A Conceptual Framework and its Empirical Investigation: Web Sites Localization by Japanese and U.S. Multinationals for Korean B-C Markets," (Ji-Yun Pak and Seung Kim), Academy of International Business (AIB) 2008

24. "A Broadening of the Consumer Animosity Construct," (Joeseeph Little) Academy of International Business (AIB) 2008
25. "Global Online Consumer Segmentation," (Gary Muddyman) Invited speaker at The Localization World Conference (2008).
26. "Designing Culturally Customized Web sites," Gilbane Global Content Management Conference (Invited Speaker), Boston, 2008
27. "Conceptualizing Effects of Cultural Web Site Design Adaptation on Consumers' Online Trust," (B.Bartikowski and D.Merunka) Academy of Marketing Science (AMS) 2008.
28. "Culturally customizing web site for Global Success," A Key Note Speech delivered at Yahoo Summit March 11th 2008.
29. "Culturally Customizing Websites for Hispanic-American Consumers: An Application of Levels of Acculturation," (Dan Baack & A.Pereira) Academy of International Business (AIB) 2007.
30. 'Are we practicing what we are preaching: Insights from Localization Industry," (Gary Muddyman) Localization World Conference, Seattle October 2007.
31. "Web Site Localization for Hispanic Online Consumers: An Exploratory Analysis," (with Dan Toy and Lauren Wright) American Marketing Education (AMA) (Summer, 2007)
32. "Internationalization Strategies of Indian Software Firms," (with Vikas Kumar) AIB UK and Ireland Annual Conference Spring 2007
33. "Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers' Buyer Decisions: An Exploratory Study," (with John Spillan et al.) AIB Midwest 2007.
34. "The Next Localization Frontier: Designing Culturally Customized Web Sites," LISA Forum-Invited Speaker-for LISA-Gilbane-Managing Content Globally Conference, spring 2007.
35. "Web Site Cultural Customization: Strategies for India" Invited Speaker for Global Management Strategies Conference-Monterey Institute of International Studies, Spring 2007
36. "Strategic Role of Localization in MNE," (with Bryan Petro, Gary Muddyman, Jared Prichard, Katy Schweigerdt). Applied Business Research Conference. (Spring 2007).
37. "A Cross-National Analysis of Global and National Identity as a Basis for International Web Site Usage," (with B.Bartikowski, G. Fassott, M.Chao and J. Hoffman) American Marketing Association (AMA) (Summer, 2006).
38. "Hispanic Consumer Expectations for Spanish-Language Web Pages: Some Qualitative Insights," (with Sumit Kundu and Christopher Hurtado) American Marketing Association (AMA) (Summer, 2006).
39. "Importance of Web Site Cultural Adaptation and Trust on International Web Site Usage," (with Boris Bartowski) International Business & Economic Research Conference. (Fall, 2006).
40. "Exploring Hispanic Cultural Values: A Comparative Analysis of Hispanic and General U.S. Market Print Ads," (with Boris Bartowski and Marco Gomez) American Marketing Association (AMA), (Winter, 2006)
41. "The Emerging field of Localization Education," Special session presentation (with Paul Barron, Kirti Vashee and Jennifer Nowotny) International Academy of Business Disciplines (IABD), San Diego (April 2006)
42. "Targeting Hispanics Online," Special session presentation (with Paul Barron and John Yunker) International Academy of Business Disciplines (IABD), San Diego (April 2006)
43. "Website Cultural Customization: A Luxury or an Imperative," Keynote at the Managing Global Web Sites Conference, San Francisco (March 2006)
44. "Expanding Geographies, Expanding Reach: Case of China and India," Workshop at Managing Global Web Sites Conference, San Francisco (March 2006)
45. "Website Cultural Customization: Targeting International Online Consumers," Academy for International Business (AIB-North East) (Fall, 2005)

46. "Localizing Within Borders: Targeting Hispanic Online," invited speaker at Localization world Conference in Seattle. (Fall, 2005)
47. "Designing Culturally Customized Web Sites: The Next Localization Frontier," invited speaker at Localization Industry Standards Association (LISA) Global Strategies Summit in Boston-2005.
48. "Consumer perception of web site customization," (with Dan Baack) Academy of International Business (AIB), Montreal (Fall 2005)
49. "The Consumption of Japantown," (with Victor Ruiz) Academy of Marketing Science (AMS) Conference, Tampa (Spring, 2005).
50. "An investigation of the link between culture and web communications," (with Dan Baack) The Third Royal Bank International Research Seminar, Montreal, September 22 - 24, 2005.
51. "Studying Influences of Underage Drinking in United States: A Content Analytic Study of Alcohol Advertisements in Popular Magazines," (with Brady Stubbfield) International Academy of Business Economics conference, Las Vegas (October: 2004).
52. Culture's Influence on Web Content: Guidance on Adaptation of web site design," (with Rick Wilson and Dan Baack) Academy of Marketing Science (AMS) Cultural Perspectives Conference, Puebla Mexico (September: 2004)
53. "Measuring Culture's Influence on Web Content: The Generation of an Instrument," (D. Baack) Academy of International Business (AIB) conference, Stockholm Sweden (July: 2004)
54. "Explaining the Dynamic Capabilities of E-Commerce Corporations: In Search for an Integrative Approach," (D. Baack & S. Kundu) Academy of International Business (AIB) conference, Stockholm Sweden (July: 2004).
55. "Consumer Acceptance of International Websites: Evidence from Europe," (G. Fassott & B. Bartikowski) Academy of International Business (AIB) conference, Stockholm Sweden (July: 2004)
56. "Studying Retail Purchase Behavior in China: An Emic Approach," (K. Chan & S. Misra) Retailing and Services Science Conference (EIRASS), Prague, Czech Republic (July 2004).
57. "L'acceptation des sites Web à l'international. Une étude Franco-Allemande," (B. Bartikowski & Georg Fassot) L'AFM, Association Française du Marketing, Saint Malo France (April: 2004)
58. "An Integrative Framework For Cross-Cultural Analysis of Communication Content on the Web: A Study of 15 National Cultures," D. Baack) American Marketing Association (AMA) winter conference, Scottsdale AZ (Feb: 2004)
59. "Socialization and Consumer Activities of Young Adults: A Cross-Cultural Study of Ethnic Groups in America," (Mike Chao and Ik Kwon) American Marketing Association (AMA) winter conference, Scottsdale AZ (Feb: 2004)
60. "Targeting Global Online Consumers: An Application and Extension of Technology Acceptance Model," (Mike Chao, Jenny Chao and Georg Fassot) American Marketing Association (AMA) winter conference, Scottsdale AZ (Feb: 2004)
61. "Cultural Adaptation on the Web: Evidence from Germany and India," (Georg Fassot) American Marketing Association (AMA) Summer Conference, Chicago (August, 2003).
62. "Analyzing the Cultural Content on the Web Sites: A Cross-National Comparison of China, India, Japan, and U.S." American Marketing Association (AMA) winter conference, Orlando (Feb.2003).
63. "Cross-Cultural Consumer Socialization: An Exploratory Study of Socialization Influences Across Three Ethnic Groups." (A. Pereira & I.K Kwon) American Marketing Association (AMA) winter conference, Orlando (February 2003).
64. "Measuring Cultural Adaptation on the Web: An Exploratory Study of Japanese and U.S. Web Sites." (With Hisako Matsuo) Association for Consumer Research (ACR) conference, Atlanta (October 2002).
65. "Searching For a Dynamic Theory of E-Commerce Corporations: A Re-Interpretation of Eclectic Paradigm." (With Sumit Kundu) Academy of International Business (AIB) conference, Puerto Rico (July 2002).

66. "Web Site Adaptation: A Cross-Cultural Comparison of U.S. and Mexican Web Sites." (With Rodolfo Martinmango) Academy of Marketing Science (AMS) conference, Sanibel Island (June 2002).
67. "Truth and Dare: An Eclectic Agenda for Marketing." Academy of Marketing Science (AMS) conference, Sanibel Island (June 2002).
68. "A Cross-Cultural Comparison of U.S. and Chinese Web Sites: An Exploratory Study." (With Hu, Zhang., & Zhao) International Conference on E-Business (ICE2002) Beijing, China (May 2002).
69. "A Framework to Measure Cultural Values on the Web." (With Hisako Matsuo) International Academy of E-Business Conference (IAEB), Orlando (March 2002)
70. "Analyzing Cultural Adaptability of Web Sites: A Perceptual Framework." Midwest Academy of International Business (AIB Midwest) conference, Chicago (February 2002).
71. "Measuring Web Site Globalization: A Cross-Sectional country and Industry Level Analysis." (With Paul Boughton) American Marketing Association (AMA) conference, Austin (February 2002).
72. "From Cultural Models to cultural Categories: A Framework for Cultural Analysis." Association of Consumer Research (ACR) conference, Austin (October 2001).
73. "Assessing Measurement Reliability in Cross-Cultural Ethnic Consumer Research." (With IK-Whan Kwon) World Marketing Congress UK. (June 2001)
74. "Global E-CRM." A Panel Presentation in March 2001 International Academy of E-business conference, San Francisco (March 2001).
75. "A Framework to Measure Embeddedness on the Web." International Academy of E-Business conference, San Francisco (March 2001).
76. "Socio-psychological determinants of Consumer Ethnocentrism: An Ethnic-Subcultural Analysis." (With IK Kwon). Association of Marketing Theory and Practice conference (AMTP), (March 2001).

Teaching Experience

International Business

- International Business Strategy-Executive Masters Class
- Asian Business-Undergrad
- International E-Business. Undergrad and MBA level.
- International Business (IB) theory-PhD class.
- IB theory, CSR & Methods, PhD class.
- Asian Business Country Cases Executive Masters.
- Co-taught Business Strategy (MBA/grad)

Marketing

- Global Digital Media Marketing (grad)
- International Marketing (Undergrad)
- Strategic Marketing (Undergrad)
- Consumer Behavior (undergrad)
- Promotional Strategy (Undergrad)
- Sales Management (non-traditional)
- E-Marketing (Undergrad)
- Marketing Management (undergrad)

Sustainability

- Sustainable Business Practices (Grad)
- Sustainability Reporting (Grad Course)
- Global Sustainability Challenges and Opp. (Grad).
- Ethics & Fraud: Reclaiming Human Spirit: Prison Experience (Grad).

Executive Certificates

- Certificate in Localization.
- Certificate in Localization Project Management
- Certificate in Ethics and Compliance Management
- Certificate in Web globalization
- Certificate in Sustainability Reporting

1. Sales Management. As a faculty at National Institute for Sales, India. 1998.
2. Introductory Marketing Management. Spring 2001. Undergraduate level course.
3. Integrated Module: Co-taught E-Business Strategy in Spring 2001. An M.B.A level course.
4. Introductory Marketing Management. Fall 2001. Undergraduate Level

5. International Marketing: Spring 2002. Undergraduate Level
 6. Integrated Module: Co-taught Business Strategy. Spring 2002. M.B.A Level
 7. Promotional Strategy. Summer 2002. Undergraduate Level
 8. Introductory Marketing Management. Fall 2002. Undergraduate Level.
 9. International Marketing: Spring 2003. Undergraduate level.
 10. Integrated Module: Co-taught Business strategy in Spring 2003. M.B.A. Level.
 11. Introductory Marketing Management. Summer 2003. Undergraduate Level.
 12. E-Marketing. Fall 2003, 2004, Spring 2006.
 13. Consumer Behavior Spring 2004. Undergraduate Level.
 14. Strategic Marketing and E-Marketing Fall 2004.
 15. Developed and Taught Online the Localization Certification Program (2005-2011)
 16. Developed and Taught Online the Localization Project Management Certification (2006-2011)
 17. Web Localization Fall 2005, Spring and Fall 2006, Spring 2007
 18. International Business strategy-(Executive Masters in International Business Fall 2007-2014)
 19. Asian Business-2007, 2014 (undergraduate)
 20. Asia Pacific Country Cases (Executive Masters in International Business Spring 2008-2014)
 21. International E-Business (Fall 2008)
 22. International E-Business: Blended Learning MBA course (Fall 2010, 2011,2014)
 23. Business Sustainability (Fall 2010)
 24. Theory in International Business (PhD Seminar, Fall 2010)
 25. PhD Seminar in IB theory and Emphasis on Sustainability (Fall 2011)
 26. Developed and teach Online Certificate in Corporate Ethics and Compliance Management (2012-2014)
 27. Sustainable Business Practices (Grad Course: Masters in Sustainability-Fall 2010-2013)
 28. Global Sustainability Challenges and Opp. (Grad Course: Masters in Sustainability -Spring 2012)
 29. Developed and Taught: Certificate in Corporate Ethics and Compliance Management (2011-2013)
 30. Developed and Taught: Certification in Sustainability Reporting (Spring 2013)
 31. Developed and Taught: PhD Seminar in International business & Global Sustainability Issues (Fall 2013)
 32. Developed and directed a unique MBA experiential course, Reclaiming the Human Spirit: Prison Experience & Learning from White Collar Offenders- 2013
 33. Developed and Taught a Course on Localizing Global Digital Media Marketing. 2014
 34. Taught International E-Business MBA Blended Class- 2014
- Overall Instructor ratings at Saint Louis University have been 4.5 on a scale of 5.

Initiatives & Grants/Funds

1. Guest Editor for the Special Issue of International Journal of Business Studies 2015.
2. Certified in Structural Equation Modeling and Data Analysis in Mplus by Institute for Measurement, Methodology, Analysis and Policy Texas Tech University. 2014.
3. Advisory board Member for New Creation International for Educational Outreach in Developing Countries. 2014-onwards.
4. Received \$150,000 approx. Research grant from Qatar National Research Foundation (Lead PI). 2013-2015
5. Received \$20,000 approx. research grant from LMI for Investigation US Federal Agencies Sustainability Reporting.- 2013
6. Co-chaired and co-organized the first Brand2Global Conference in London UK. This unique conference covers areas of Global Branding and Global Digital Media. 2013-2014
7. Judge for the American Subcontractor Association National Ethics Award 2013-2015
8. Served as Grant Auditor for US Dept of Education BIE grant at University of Nevada Las Vegas. 2011-2012
9. Event organizer for the GRI Conference: 'Making Sustainability Count' which was attended by 230 attendees from around the world.
10. Program Leader: Developed Online Certificate in Corporate Ethics and Compliance at Emerson ethics Center, St. Louis University. 2011-2012

11. Helped to raise \$45,000 to support the development of certificate in corporate ethics and compliance management.
12. Associate Editor for Journal of Electronic Commerce Research. 2010 -2012
13. Scholar member at Center for Sustainability, Saint Louis University. 2010-2012
14. AMCIS Minitrack Co-Chair for E-commerce Diffusion. 2010
15. Special Issue editor for Journal of Electronic Commerce research 2009-2010
16. Program Leader: Developed The Executive Certificate in Web Globalization Management, John Cooks School of Business, Saint Louis University. May 2009-2010.
17. Raised \$50,000 to support the development of Executive Certificate in Web globalization.
18. Program Advisory Board member for Localization World Conference, 2010.
19. Program committee for Berkeley Globalization Conference 2009.
20. Program Advisory board for Localization Certification Program CSU, Chico 2009.
21. Nominated to the editorial board for International Marketing Review-2009
22. Nominated to the editorial board for Journal of Internationalization and Localization 2009
23. Recognized among top 10 reviewers (2005-2007) for International Marketing Review-A premier international marketing journal.
24. Special issue co-editor for The DATA BASE for Advances in Information Systems. 2008-2009
25. Honorary Associate Member at Center for E-Business Research, University of Swansea, U.K.
26. Principal facilitator for the Grant effort for getting Google advertising grant for promoting the Localization Certification Program-2007-2008.
27. In 2007 –seven Localization Class students presented at Applied Business Research Conference.
28. 2007-Best paper award at Applied Business Research Conference Jan 2007.
29. 2007-Invited to serve on the Editorial Board or top International Business Journal-International Marketing Review.
30. 2008-two Localization Class students presented at The International Business & Economics Research, and one student paper won the best paper award in the track.
31. 2008-Co-Chaired the mini track on Global Ecommerce Diffusion, Adoption and Use at the AMCIS Conference in Toronto.
32. Started the “Localization Program” at California State University Chico www.csuchico.edu/localize the first program to be offered in Localization and International e-business.2006
33. Received Half a million dollar BIE US Department of Education grant (2006, 2008) (Including the match)
34. Received \$240,000 in Software licenses donation by Idiom Technologies to the Localization Program, CSU Chico (2006).
35. Received “Research excellence Award,” 2006. College of Business, California State University Chico.
36. Received \$70,000 grant from CSU Commission on Extended University to work with RCE to implement professional workshops in Localization.
37. Developed student exchange program with Euromed Marseille Ecole De Management, France.
38. \$15,000 (2006) grant from Lionbridge Technologies Inc. for conducting survey of Hispanic web site expectations.
39. Organized a summer school in Localization 2006 that attracted 80 professionals from 8 different countries.
40. \$5000 (2006) research grant from the College of Business.
41. \$5000 (2005) grant from center for excellence in teaching and research to initiate classes in area of international e-business.
42. \$4000 –(2004) from Academy for International Business to help students go to a research conference
43. \$4000 (2005) from the college of Business to finance student travel to international conferences.
44. \$2400 (2004) California State University grants to conduct research on Hispanic web site localization.
45. \$4000 – (2004) Research Foundation Summer Scholar Grant, from California State University Research Foundation. Grant for writing a book on, “Cultural Customization on the Web.”
46. \$2000 (2003-2004) Grant from Center for Excellence in Learning and Teaching for enhance research creativity among students and help for personal travel.
47. AMA 2006- *Best Paper Award* in Brand Marketing Track.
48. *Special Issue Senior Co-Editor for International Marketing Review-“International E-commerce.”*

49. Supervised and Helped 18 undergraduate students write research papers that were presented at International Academy of E-Business conference, March 2004. Also a student team was awarded, "Best Student Paper Award."
50. Again for 2004 and 2005 International Academy for Business Economics Supervised and Helped 18-20 undergraduate students write research papers that are accepted for presentation at the conference.
51. Collaborated and Supervised 8 undergraduate student papers that are accepted in Journal of Academy of Business Economics, and Review of Business Research, both peer-reviewed and Cabell listed journals.
52. Chaired Student paper competition for International Academy for E-Business conference March 2005. Seven student papers from my e-marketing (Fall 2004) class were also presented.

Service to the Profession

Committees at Saint Louis University:

1. Just Labor Committee (2014-present)
2. Business School Executive Council(2013-present)
3. Graduate Board Committee (2009-2014)
4. PhD. Steering Committee (2007-present)
5. Global Vision University Task Force (2012)
6. University Center for Sustainability Task force (2011-2013)
7. Sustainable Disaster Recovery Planning Committee (2012-2013)
8. Learning Technologies Advisory Committee (2012-2013)
9. Executive DBA program Committee (2011-2014)
10. SPS Internationalization Task Force (2012)
11. University Wide: Higher Learning Criterion 3 Subcommittee (2009-2011)
12. Sustainability Certificate task force (2010-2011)
13. India MBA Alliance Committee. (2010-2011)
14. Search Committee member for Associate Dean, School of Professional Studies (2010-2011)
15. University wide Sustainability Task force (2009-2011)
16. Blended Learning Task Force (2010-2011)
17. Volunteered for the Web Committee 2009-2011
18. Research Awards Committee (2010)
19. Service Awards Committee (2010)
20. CBK Task force (2009-2010)
21. Volunteered for Business School Sustainability Task force (2008-2009)
22. Appointment to Graduate Faculty for Ph.D. Mentor Status. (2007-2010)
23. Volunteered for the Web Committee (2008-2011)
24. Undergraduate course committee (2008-2009)

Committees at CSU Chico:

- Research & Creativity committee. For the Provost's Undergraduate Research & Creativity awards for Fall 2006
- Affirmative Action College Committee (2004-2006)
- Graduate Program Committee.
- Library committee (2005, 2006, 2007)
- Chaired Scholarship Committee (2005)
- Scholarship Committee (2006-2007)
- Presentations on President Scholar's day.

PhD Dissertation Committees for:

1. Colleen Harmeling (2014)
2. Takisha Sally (Reader) 2010-2014
3. Francisco Tigre Moura University of Otago, New Zealand (Thesis Examiner) 2012
4. Serkan Yalcin (Reader) 2010-2011

5. Joseph Little (Chair) 2008-2010
6. Kevin Lehnert (Reader) 2009-2010
7. Joyce Xin Zhou (Chair) 2008-2009
8. Stan Westjohn (Reader) 2008-2009

Mentor and Directed Research

- International Business Internship: Jennifer Leach-2010 (non-traditional)
- Hanna Friemann. Independent Study (2009-2010)
- International Business Internship: Anshul Chabra -2009 (non-traditional)
- Mentor for Teaching Certificate: Serkan Yalcin-2009-2010
- Dissertation research-Joseph Little- 2009
- International Business Internship: Falquez, Juan C.-2009 (non-traditional)
- Research Topics-IB 697- Park, Jieun, 2008
- Research Topics-IB 697-Joseph Little, 2008
- Research Topics-IB 697-Salley, Takisha A. 2008
- International Business Internship: Ly, Phuong M.-2008 (non-traditional)
- International Business Internship: Ajanee, Jeffery N. 2008 (non-traditional)
- Research Topics - IB 697- Joseph Little-2007

Reviewing:

- Serve as editorial Board member at Journal of Cultural Marketing Strategy 2014 onwards
- Serve as reviewer for track chair ECIS conference 2012.
- Serve as Co-Track Chair "Global E-Commerce Diffusion" at AMCIS conference 2008
- Special Issue Editor for The DATA BASE for Advances in Information Systems 2008
- Special Issue Editor for International Marketing Review 2005
- Editorial review Board for International Marketing Review 2008 onwards
- Journal of Global Information Management (Ad-Hoc reviewer)
- Journal of Advertising (Ad-Hoc reviewer)
- Journal of Electronic Commerce Research (Ad-Hoc reviewer)
- Journal of International Marketing (Ad-Hoc reviewer)
- Psychology & Marketing (Ad-Hoc reviewer)
- Multinational Business Review (Ad-Hoc reviewer)
- Journal of Computer Mediated Communication
- Multinational Business Review
- Psychology & Marketing (Ad-Hoc reviewer)
- Thunderbird International Review (Ad-Hoc reviewer)
- Journal of Euromarketing (Ad-Hoc reviewer)
- Journal of Global Marketing (Ad-Hoc reviewer)
- International Journal of Commerce and Management
- Member of Graduate Student Association, Saint Louis University.
- Mentor for student internships, Saint Louis University.
- Member of AMA, ACR, AMS, and AIB.
- Winter AMA 2001.
- World Marketing Congress 2001.
- Academy of International Business, Midwest 2001.
- Academy of International Business, Midwest 2002.
- Association of Marketing Theory and Practice 2002.
- Academy of Management (AOM) 2002.
- Academy of International Business, 2003
- Special Issue of Thunderbird International Review 2001.

- Special Issue of Asia-Pacific journal of Marketing 2001.

Service on Advisory Boards:

- Brand2Global: Global Marketing & Digital Media Conference 2013-2015
- Localization World Conference 2012
- Nominated to the editorial board for International Marketing Review-2011
- Nominated to the editorial board for Journal of Internationalization and Localization-2009
- Program committee for Berkeley Globalization Conference 2009.
- Program Advisory board for Localization Certification Program CSU, Chico 2009, 2008,2007, 2006
- Program Advisory board for Localization Project Management Certification Program CSU, Chico 2009, 2008

Education

Ph.D.	Saint Louis University. Concentration: Marketing and International Business. 2003 GPA: 3.9
M.A.	University of South Wales, U.K Concentration: Marketing. 1996-1997. First Class
M.B.A.	Pune University, India. 1993-1995. First Class.
Diploma	Bhavan's College, India. Concentration: Personnel Mgt.1992-1993. First Class
B.S.	M.S University, India. Life Sciences. 1989-1992. First Class Honors

Executive Teaching & Consulting

- As a Faculty and Business Manager in National Institute for Sales conducted Executive programs for Indian Companies in areas of Sales Management, Marketing Strategy, Dealers Management, and Personal Development.
- Web site consulting for Center for Economic Development, HP, Globalization Partners International.
- Invited presentation for IBM customers 2005.
- Outreach via online programs in Localization, Localization Project Management, and Ethics & Compliance and Web globalization. Have trained more than 500 executives via these programs.
- Coordinate and deliver (online) training in Localization for CANON UK—2007.
- Invited as Keynote Speaker to Yahoo Summit. 2008
- Conducted one day workshop for on Taking E-Business Global for FedEx 2008
- Consulting in Web Site Localization 2005-2014
- Consulting in Ethics, Compliance and Sustainability 2011-2014

Past Work Experience

Dealer Manager.	Global Telesystems Ltd. India. 1995-1996. Managing dealers Western India.
Business Manager.	National Institute of Sales and Marketing. India.1997-1999. Executive sales training
Teaching Assistant.	Saint Louis University. U.S.A. 1999-2003. Teaching and Research
Associate Professor	California State University, Chico. 2003-2007. Research, Teaching and