Curriculum Vitae

Dr. NITISH SINGH
David Orthwein Professor of International Business
The Boeing Institute of International Business
St. Louis University, USA
E-Mail: nitish.singh@slu.edu
Saint Louis
MO 63108, USA

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

Positions Held
Endowed Professor (Tenured) International Business (Current)
Research Fellow: The Research Institute (Current)
Director Ph.D. Program, Business School (Current)
Program Founder: Certificate in Corp. Ethics & Compliance Mgt. & Cert in Web Globalization. Saint Louis University. Certifications in Global Digital Marketing/Localization & Global Marketing, LI
Director Program Innovations: School of Business (2012-2014)
Scholar Member: Center for Sustainability, Saint Louis University 2012-2017). **President**: IntegTree LCC (till 2019). **Marketing Professor** (Tenured)California State University Chico (2003-2007)

Expertise
Global Strategy, Global E-business, Localization, International Marketing, Ethics & Compliance, Corporate Responsibility & Environmental Sustainability

Research Achievements

- **Recognized as Top 4 Inaugural RI Research Fellows** from the Business School
- **Ranked among the Top 50 Researchers** at SLU for *lifetime research impact*. Based on 2024 universities and scientists' rankings by AD Scientific Index.
- **Research Impact: Top 5 B-School Faculty by Citations (6,420+); highest h-Index: 37**
- **90+ Publications:** one of the highest total publications by b-school faculty.
- **100 Conference Presentations**
- **Research Productivity:** Avg. **4** Journal papers per year
- **Twenty-eight publications in *Top* Journals** (**Diamond/Gold/ABDC-A**) like *JIBS, JBR, JBE, MIR, JIM*
- **4 Scholarly Books by Top Publishers** like *Cambridge University Press, Elsevier Imprint, and Praeger*.
- Consistently Received **Excellent Research Ratings** for Annual Evaluations.
- **Recipient of** Research Excellence awards, Teaching awards, and Service awards (Latest include Fr. Thomas M. Knapp S.J. Distinguished Faculty Member Award (2024) and EMIB Best Teacher Award (2022)
- **Co-Developed** Arabic Web Localization Software
- **Reviewer Recognition**: Top 10 reviewers by IMR
- **Editorial Roles:** C/E-JIM & A/E-JECR, Edit. Board of JBR & IMR. **Invited Guest Editor**: IMR, JECR, DATABASE
- **Early Tenure:** St Louis Univ. & Cal State Univ. Chico

GRANTS & FUNDRAISING FOR UNIVERSITIES

$500,000: (Lead PI)	$150,000: (Lead PI)	$20,000: (Lead PI)	$50,000 (Lead PI)	> $500,000
US. Dept. of Education Grant & Matching funds. App. (2006-2008). For Int. Bus. Education	**Qatar Foundation** App. (2012-2015). For Arabic Localization Automation Tool Development	**LMI Grant**. 2013. For: Assessing Sustainability Reporting metrics at US Federal Agencies.	Approx. Grant funds from various internal university grants at CSU and St Louis University.	Funds Raising & Revenues via Exec-Ed. I lead at St Louis Univ. & CSU Chico

Grant Experience

1. **Grant Administrator & PI**: Qatar National Research Foundation's highly Competitive Int. Grant (2012-2015).
2. **Grant Administrator & PI:** for US Dept. of Education BIE Grant (2006-2008)
3. **Grant Auditor**: Served as Grant Auditor for US Dept of Education BIE grant at University of Nevada LV. 2011-2012

4. **Grant & Award Reviewer**: Served as Panel Chair and Reviewer for the Louisiana Board of Regents (2019,2021, 2023, 2024-2025). Grant Reviewer-US Dept of Education BIE grant 2010. Judge-American Subcontractor Assoc. Ethics Award (2013-2017)

Scholarly Books[1]

1. Nitish Singh and Tom Bussen (2015) *Compliance Management:* A How to Guide for Executives, Lawyers, and Other Compliance Professionals. *Praeger Publishing*.

2. Nitish Singh (2012) *Localization Strategies for Global E-Business*. *Cambridge University Press.*

3. Nitish Singh and Arun Periera (2011). *The Culturally Customized Web Si*te: 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.*

5. Rana, N. P., Slade, E. L., Sahu, G. P., Kizgin, H., Singh, N., Dey, B., ... & Dwivedi, Y. K. (Eds.). (2020). *Digital and Social Media Marketing: Emerging Applications and Theoretical Development*. Published by **Springer Nature**.

Publications
Diamond/FT-Listed Journals

1. C. Harmeling P. Magnusson and Nitish Singh (2015), "Beyond Anger: A Deeper Look at Consumer Animosity," *Journal of International Business Studies* (JIBS), Volume 46, Issue 6, 676-693.

2. K. Lehnert, Y. Park, N. Singh (2015), "Research Note & Review of the Empirical Ethical Decision-Making Literature - Boundary Conditions & Extensions, **Journal of Business Ethics**, June, Volume 129, Issue 1, pp 195-219

3. 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.

Gold/ABDC-A Journals

4. Fan, Wang, Nitish Singh, Z. Khan (2024), "Intrinsic and Phasic Entrepreneurial Alertness for Opportunity Recognition: An Analysis of Asian Entrepreneurs," *Asia Pacific Journal of Management*, Forthcoming

5. Nitish Singh, S. Munjal, S. Kundu., Rangarajan (2023). "Platform-Based Internationalization of Smaller Firms: The Role of Government Policy"**, *Management International Review*,** *63*(1), 91-115.

6. Nitish Singh, S. Munjal, S. Kundu (2023). "Marketplace platforms as game changers: Internationalization of smaller enterprises." *Journal of International Management* (JIM) Forthcoming.

7. Lee, S.B., Liu, S., Maertz, C., Singh, N. Fisher, J. (2023) A mechanism for employees' brand citizenship behavior (BCB) and negative word-of-mouth (NWOM): The divergent moderating effects of horizontal collectivism. *Journal of Product & Brand Management*, Forthcoming

8. Nitish Singh, Benmamoun, M., Meyr, E., & Arikan, R (2021). Verifying rigor: analyzing qualitative research in international marketing. *International Marketing Review,* Vol. 38 No. 6, pp. 1289-1307

9. Johnson. C, Bauer. B, Singh. N (2020), "Exploring Flow in the Mobile Interface Context," *Journal of Retailing and Consumer Services*, *53*, 101744.

10. Frechette, M., Arnold, M., Kaikati, A., & Singh, N. (2020). Collaborative consumption, social distance, and the extended self. *Journal of Consumer Marketing*. Vol. 31 No. 4, pp. 413-422

11. Dwivedi, Y. K., Rana, N. P., Slade, E. L., Singh, N., & Kizgin, H. (2020). "Editorial introduction: Advances in theory and practice of digital marketing", *Journal of Retailing and Consumer Services,* 53, 101909.

12. Benmamoun, M, Singh, N, Sobh, R (2019), "Targeting Arab E-Consumers: Localizing E-Commerce Preferences and Expectations," *Journal of Advertising Research*, *59*(2), 171-184

---

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

13. Bauer, B., Johnson, C., & Singh, N. (2018). Place–brand stereotypes: does stereotype-consistent messaging matter? *Journal of Product & Brand Management*, *27*(7), 754-767.

14. N. Singh, W. Chun S. Kim J. Park and F. Tigre (2017), "Strategic Insights into Localizing Web Communications: Evidence from South Korea" *The DATA BASE* for Advances in Information Systems, *48*(3), 69-82

15. N. Singh (2015) "Commentary What's behind the price tag: understanding cost transparency?", *European Journal of Marketing*, Vol. 49 Iss: 11/12, pp.1987 – 1991

16. B. Bartikowski, N. Singh (2014), "Should all firms adapt websites to international audiences?," *Journal of Business Research*, Volume 67, Issue 3, 246–252

17. N. 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

18. 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

19. N. 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

20. N. 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.

21. 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.

22. N, 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.

23. 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.

24. N. 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.

25. N, 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.

26. N 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.

27. N. 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) (Online) Impact Factor: **3.117**, **ISI Journal Citation Reports © Ranking**: **2/76** among communication journals and **4/85** among Information Science and Library Science journals.

28. N. Singh A. Pereira 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.

Silver Journals:

29. Dwivedi, Y. K., Hughes, L., Al-Ahmadi, M. S., Dutot, V., Ahmed, S. Q., Akter, S., N. Singh... & Walton, P. (2025). GenAI's Impact on Global IT Management: A Multi-Expert Perspective and Research Agenda. *Journal of Global Information Technology Management*, 1-15.

30. Ascencio, C., Singh, N., Alhorr, Hadi (2024), "Recognizing the Rights of "Others": A Framework for Corporate Human Rights Violations in International Business" *International Journal of Cross-Cultural Management*, Forthcoming

31. Benmamoun, M., Singh, N., Lehnert, K., & Lee, S. B. (2019). Internationalization of e-commerce corporations (ECCs) Advanced vs emerging markets ECCs. *Multinational Business Review*. Vol. 27 No. 4, pp. 317-338

32. Sobh, R., Singh, N., Chun, W., & Benmamoun, M. (2018). Localizing to Arabic consumers: Insights from print advertising. *Journal of Marketing Communications*, 1-22. Vol. 24 No-2.

33. Chakrabarty, B., Lee, S. B., & Singh, N. (2017). Doing good while making money: Individual investor participation in socially responsible corporations. *Management Decision*, 55(8), 1645-1659.

34. Nitish, Singh, Ma. J, Yang, J (2016) "Optimizing Environmental Expenditures for Maximizing Economic Performance*" Management Decision*, 54(10), 2544-2561

35. F. T. Moura, Nitish Singh, Chun, W (2016), "The Influence Of Culture In Website Design And Users' Perceptions: Three Systematic Reviews" *Journal of Electronic Commerce Research*, Vol. 17 No. -4.

36. Lehnert, K., Craft, J., N. Singh, & Park, Y. H. (2016). The human experience of ethics: a review of a decade of qualitative ethical decision-making research. *Business Ethics: A European Review*, *25*(4), 498-537.

37. Benmamoun, Sobh.R, N. Singh Tigre Moura.F (2016), "Gulf Arab E-Business Environment: Localization Strategy Insights*," Thunderbird International Business Review*, Vol. 58. No-5. pp 439–452

38. J. P. Little and Nitish Singh (2015), "Decontextualizing Consumer Animosity," *Journal of Global Marketing*, Volume 28, Issue 2, pg. 83-98

39. 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*, Volume 28, Issue 2, pg. 99-112.

40. 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.

41. 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.

42. 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

43. 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.

44. 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

45. Nitish, Singh (2011), "A Note on "Supply Chain Capability as a Determinant of FDI," *Multinational Business Review*, Volume 19, Issue-3, Pages: 253-255

46. 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

47. 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

48. 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.

49. 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

50. 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.

51. V. Kumar, Nitish Singh (2008), "Internationalization and performance of Indian pharmaceutical firms," *Thunderbird International Business Review*, Vol. 50 (5). Pg. 321-330.

52. 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.

53. 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.

54. Nitish, Singh, J. Zhao & X.Hu (2003), "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.

Other Journals:

55. Nitish Singh, Benmamoun, W. Chun (2015), "Moving Beyond Basic Localization: Culturally Customizing Digital Content," *Journal of Cultural Marketing*, Volume-1, Issue 1.

56. 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. (One of the most frequently cited article in 2014)

57. Nitish Singh, Y. Hwal, C. Reisdroff, 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.

58. 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.

59. 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

60. 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.

61. 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.

62. J.E. Spillan, J. Parnell and Nitish Singh (2008), "Competitive Strategies in Emerging Economies: An Exploratory Marketing Perspective," *Journal of Transnational management*, Vol.2 (4).pg. 55-76.

63. 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.

64. 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.

65. 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.

66. Singh, Nitish and Marco Gomez (2005), "An Exploratory Study of Hispanic Cultural Values," *Review of Business Research.*

67. 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)

68. 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.

69. 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).

70. 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).

71. Singh, Nitish (2002), "Analyzing Cultural Sensitivity of Web Sites," *Journal of Practical Global Business*, April 2002.

72. Singh, Nitish (2002), "Truth and Dare: A Research Note on an Eclectic Agenda for Marketing." *Developments in Marketing Science*, Vol. 25, June 2002.

73. Singh, Nitish and Hisako Matsuo (2002), "A Framework to Measure Cultural Values on the Web." *E-Business Review*, Vol. 2, March.

74. Singh, Nitish (2002), "Analyzing Cultural Adaptability of Web sites: A Perceptual Framework." *Proceedings of Midwest Academy of International Business*, February.

75. Singh, Nitish (2001), "Economic Action on the Internet: A Network Organization Approach." *Journal of E-Business*, Vol 1. Issue 1: June 2001.

76. Singh, Nitish (2001),"A Framework to Measure Embeddedness on the Web." *E-Business Review*, Vol 1. No. 1.

77. 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:

78. Singh, N., & Keating, B. M. (2018). Hyper-localizing e-Commerce Strategy: An Emerging Market Perspective. In Emerging Markets from a Multidisciplinary Perspective (pp. 89-94). Springer, Cham.

79. Miguel A. Jiménez-Crespo and Nitish Singh (2016) "Translation and Localization" In Border Crossings: Translation Studies and Other Discipline. John Benjamins Publishing Company

80. 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

81. Tom Bussen and Nitish Singh (2022), How Corporate Malfeasance Takes Root….Corporate Compliance Insights. March 9th, 2022.

82. Nitish Singh (2018), A Localized Global Marketing Strategy, Brand Quarterly

83. Nitish Singh, Brendan Keating and Thomas Bussen (2015), 10 Outrageous bribes from around the world. Compliance & Ethics Professional June Issue

84. Brendan Keating and Nitish Singh (2015), "In Compliance with What? The Unforgiving Regulatory Landscape". ASA The Contractor Compass. Oct. Issue

85. Nitish Singh and Thomas Bussen (2014), "Why Compliance Professionals need to think about national cultures," Compliance & Ethics Professional July Issue.

86. Nitish Singh and Thomas Bussen (2014), Experiential Ethics" BizEd July/Aug.

87. Nitish Sing (2013), "A Holistic Approach to Sustainability Reporting For Federal Agencies," A report done for LMI Government Consulting.

88. Nitish Singh (2009) "Unleashing the Power of the Global Web" *Language at Work* - Bridging theory and Practice. Forthcoming (Popular press-non-refereed)

89. 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)

90. 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)

91. Nitish Singh (2008), "Importance of Localization Education," TC World, Jan/Feb. pg. 30-31.

92. Don De Palma and Nitish Singh (2006), "Global Handshake." **American Executive-**November issue.

National and International Conference Presentations

1. "Emotion Lexicon and Entrepreneurs' Anxiety" (Singh, N., Tang, J.) Paper at Annual Meeting of the Academy of Management -August 2024 in Chicago

2. "Externalization of SME Sellers via Digital Platforms" (Wang, F., Brouthers, K., Singh, N., Kundu, S) Paper at AIB 2024 Seoul Conference.

3. "Please Remain Seated: A look at family firm barriers to exit during de-internationalization" (Brinkmeier, A., Bagsby., T., Singh, N), Family Enterprise Research Conference (FERC) 2024, in Portland, Oregon.

4. "How culture influences sustainable consumption: A review from the theory-development perspective" (Chang, B., Ramankutty, P., Drury, L. Singh, N). Paper at AIB US Southeast 2024 Conference in St. Louis,

5. "Get Ready for the Rain: The Role of Anticipating Capability in GVC Risk Prevention: An Abstract" (Li, X., Jiang, C., Drury, L., Singh, N), Paper at AIB US Southeast 2024 Conference in St. Louis,

6. "Justifying Your De-Internationalization Decisions: The Discursive Legitimation of International Strategic Changes." (Brinkmeier, A., Choi, Y.J., Singh, N). Paper presented at AIB 2023 Warsaw Conference.

7. "The Role of Culture, Economic Development, and Brand Traits in Negative Event Spillover and Recovery." (Johnson, C., Bauer, B., Singh, N). Paper presented at AIB 2023 Warsaw Conference.

8. "The Role of Cultural Intelligence in Cross-Border Corporate Political Activities: TMTs as the Boundary Spanner." (Li, X., Johnson, C., Bauer, B., Singh, N). Paper presented at American Marketing Association Global Marketing SIG Conference in Chile, May 2023

9. "The Role of Top Management Team's Cultural Intelligence in Cross-Border Corporate Social Responsibility." (Li, X., Johnson, C., Bauer, B., Singh, N) Paper presented at AMS annual conference (May 2023).

10. "How Would You Like to Respond? The Interaction between Identity Salience, Psychological Distance, and Persuasion Knowledge on the Valence of Reaction." (Wang, F., Choi, S., & Singh, N.) Paper presented at Winter AMA (2023)

11. "Seeking Pleasure and Avoiding Pain: Influence of CEO Regulatory Focus on Firms' International Diversification' (Mollah., Singh, N., Arnold, M., Hsu. C) Paper presented at AMA Summer Academic Conference (Aug. 2022)

12. "Bricolage: Innovation" (Nitish-Singh-Invited). Online presentation at MERI Entrepreneurship & Innovation Growth Fest 1.0, New Delhi, India. (Jan 17th, 2022)

13. "The role of culture, economic development, and brand traits in negative event spillover and recovery." (Johnson, C.D., Bauer, B.C., & Singh, N.) Paper presented at the AMA Global Marketing SIG Conference, Taormina, Italy. (October 2021).

14. "Mitigating Toxic Masculinity" (Nitish Singh- Invited). Online presentation at Seminar on Reducing Juvenile Crimes Against Women NSS, Indian Institute of Technology Delhi (Jan, 20th 2019)

15. "Exploring flow in the mobile interface context."(Johnson, C.D., Bauer B.C., & Singh, N.) Annual meeting of the American Marketing Association, 2018 Boston, MA.

16. "E-Commerce Corporations (ECCs) Internationalization: A Case Exploration," (Benmamoun, Nitish Singh, Kevin Lehnert, Sang Bong Lee) Academy of Marketing Science Annual Conference 2018 New Orleans

17. "Optimizing Global Marketing Budgets: The Global Segmentation Tool"- Brand2Global Silicon Valley Conference, 2017. Silicon Valley.

18. "Capability, Process, and Involvement: The C-P-I Paradigm of International Diversification" (Chuandi Jiang, Nitish Singh) Academy of International Business (AIB) 2016 New Orleans Conference.

19. "Assessments of Multinational's Payments for Ecosystem Services and Disclosure in CSR Reports A Research Based on Fortune 500" (Zhan Wang, Nitish Singh) Academy of International Business (AIB) 2016 New Orleans Conference.

20. "Cultural values in advertising: The importance of matching consumer perceptions,"(Brittney Bauer, Clark Johnson & Nitish Singh) Summer Marketing Educators' Conference (Summer AMA-2016).

21. "What we need to Communicate & Why?: Toward Effective Compliance Communications ", (Nitish Singh)ASA Convention/Conference SubExcel, Miami 2016

22. "Psychometrics-Based Approach to Creating Effective Ethics and Compliance Training," (Nitish Singh) Association for Talent Development, St. Louis 2015

23. "Brand Damage from Insiders" (Sang Bong Lee, Shih Hao Liu, Zhan Wang, and Nitish Singh) Academy of International Business Midwest (AIB-Midwest) Chicago 2015

24. "Meta-review And Critique of Qualitative Ethical Decision Making Research: 2004-2014" (K. Lehnert, J. Craft. N. Singh. Y.H. Park), IIVC Conference 2015 Las Vegas.

25. "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.

26. "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.

27. "Do CSR focused ETFs beat the markets?" (Sang Bong Lee and N. Singh) Academy of International Business South East **(AIB-SE)** Miami 2014

28. "An Eclectic Framework for Sustainability Reports: Implications for Socially Responsible Investors," (J.Yang, J. Ma, N. Singh) 2014 Academy of Marketing Science **(AMS),** Indianapolis

29. "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.

30. "Green Firm Specific Advantages for Enhancing Environmental and Economic Performance," (Nitish Singh, Carri R. Tolmei, Yung-Hwal Park), Academy of International Business **(AIB)** 2012, Washington DC.

31. "A Multi-Country Study of Business Social Media Uses," (JC Blewitt, C. Harmeling, Y.Park), American Marketing Education **(AMA)** 2012, Chicago.

32. "Consumers' Global Identity and National Identity: An Empirical Study," (J.Zhou., & J.Yu), American Marketing Education **(AMA)** 2012, Chicago.

33. "Competitive Advantage: Chindia," Localization World Conference, (Invited Speaker), 2012, Seattle.

34. "Global Branding: A Segmenting Model for Optimization" Virtual XChange: The New Global Enterprise: Reaching Global Markets-(**AMA**) (Opening Keynote: Invited Speaker), Oct 30[th,] 2012

35. "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.

36. "Should All Firms Culturally Adapt Their Websites to International Audiences?" (Boris Bartikwoski), Seventh Royal Bank International Research Seminar 2011 Concordia University Ca.

37. "Reactivity Vs. Proactivity: A Cooperative Environmental Strategy for Multinational Enterprises" (Carrie R Tolmie), Academy of International Business **(AIB)** South East 2011.

38. "The Rise of Chindia: Opportunity or Threat," WorldWare Conference, Santa Clara 2011 (invited speaker).

39. "Culturally Customizing Websites for Immigrant Communities: An Application of Levels of Acculturation Differences," (Dan Baack), Academy of International Business **(AIB)** 2010

40. "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

41. "Anglo-American Animosity towards the use of the Spanish Language: An Exploratory Study," (Joseph L Little). American Marketing Education (**AMA**) 2010 Boston, MA

42. "Web site Localization in the Chinese Market," (Chen Ho Chao and Vincent Hsu), Global Marketing Conference, (**GMC**) 2010

43. "Web Sites Localization and Korean Consumer E-Commerce Expectations," (J.Park, S.Kim) Academy of International Business **(AIB)** 2009

44. "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

45. "Global Megatrends" The Localization World Conference, Santa Clara, Oct 2009 (Invited Speaker)

46. "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

47. "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

48. "A Broadening of the Consumer Animosity Construct," (Joeseph Little) Academy of International Business **(AIB)** 2008

49. "Global Online Consumer Segmentation," (Gary Muddyman) Invited speaker at The Localization World Conference (2008).

50. "Designing Culturally Customized Web sites," Gilbane Global Content Management Conference (Invited Speaker), Boston, 2008

51. "Conceptualizing Effects of Cultural Web Site Design Adaptation on Consumers' Online Trust," (B.Bartikowski and D.Merunka) Academy of Marketing Science **(AMS)** 2008**.**

52. "Culturally customizing web site for Global Success," A Key Note Speech delivered at Yahoo Summit March11th 2008.

53. "Culturally Customizing Websites for Hispanic-American Consumers: An Application of Levels of Acculturation," (Dan Baack & A.Pereira) Academy of International Business **(AIB)** 2007.

54. 'Are we practicing what we are preaching: Insights from Localization Industry," (Gary Muddyman) Localization World Conference, Seattle October 2007.

55. "Web Site Localization for Hispanic Online Consumers: An Exploratory Analysis," (with Dan Toy and Lauren Wright) American Marketing Education (**AMA**) (Summer, 2007)

56. "Internationalization Strategies of Indian Software Firms," (with Vikas Kumar) AIB UK and Ireland Annual Conference Spring 2007

57. "Effects of Life-Style Dimensions and Ethnocentrism on Indian Consumers' Buyer Decisions: An Exploratory Study," (with John Spillan et al.) AIB Midwest 2007.

58. "The Next Localization Frontier: Designing Culturally Customized Web Sites," LISA Forum-Invited Speaker-for LISA-Gilbane-Managing Content Globally Conference, spring 2007.

59. "Web Site Cultural Customization: Strategies for India" Invited Speaker for Global Management Strategies Conference-Monterey Institute of International Studies, Spring 2007

60. "Strategic Role of Localization in MNE," (with Bryan Petro, Gary Muddyman, Jared Prichard, Katy Schweigerdt). Applied Business Research Conference. (Spring 2007).

61. "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).

62. "Hispanic Consumer Expectations for Spanish-Language Web Pages: Some Qualitative Insights," (with Sumit Kundu and Christopher Hurtado) American Marketing Association (**AMA**) (Summer, 2006).

63. **"**Importance of Web Site Cultural Adaptation and Trust on International Web Site Usage," (with Boris Bartowski) International Business &Economic Research Conference. (Fall, 2006).

64. "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)

65. "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)

66. "Targeting Hispanics Online," Special session presentation (with Paul Barron and John Yunker) International Academy of Business Disciplines (**IABD**), San Diego (April 2006)

67. "Website Cultural Customization: A Luxury or an Imperative," Keynote at the Managing Global Web Sites Conference, San Francisco (March 2006)

68. "Expanding Geographies, Expanding Reach: Case of China and India," Workshop at Managing Global Web Sites Conference, San Francisco (March 2006)

69. "Website Cultural Customization: Targeting International Online Consumers," Academy for International Business (**AIB**-North East) (Fall, 2005)

70. "Localizing Within Borders: Targeting Hispanic Online," invited speaker at Localization world Conference in Seattle. (Fall, 2005)

71. "Designing Culturally Customized Web Sites: The Next Localization Frontier," invited speaker at Localization Industry Standards Association **(LISA)** Global Strategies Summit in Boston-2005.

72. "Consumer perception of web site customization," (with Dan Baack) Academy of International Business **(AIB),** Montreal (Fall 2005)

73. "The Consumption of Japantown," (with Victor Ruiz) Academy of Marketing Science **(AMS)** Conference, Tampa (Spring, 2005).

74. "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.

75. "Studying Influences of Underage Drinking in United States: A Content Analytic Study of Alcohol Advertisements in Popular Magazines," (with Brady Stubbfiled) International Academy of Business Economics conference, Las Vegas (October: 2004).

76. 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)

77. "Measuring Culture's Influence on Web Content: The Generation of an Instrument," (D. Baack) Academy of International Business (**AIB**) conference, Stockholm Sweden (July: 2004)

78. "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).

79. "Consumer Acceptance of International Websites: Evidence from Europe," (G. Fassott & B. Bartikowiski) Academy of International Business (**AIB**) conference, Stockholm Sweden (July: 2004)

80. "Studying Retail Purchase Behavior in China: An Emic Approach,"(K. Chan & S.Misra) Retailing and Services Science Conference (**EIRASS**), Prague, Czech Republic (July 2004).

81. "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)

82. **"**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)

83. "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)

84. "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)

85. "Cultural Adaptation on the Web: Evidence from Germany and India," (Georg Fassot) American Marketing Association (**AMA**) Summer Conference, Chicago (August 2003).

86. "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).

87. "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).

88. "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).

89. "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).

90. "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).

91. "Truth and Dare: An Eclectic Agenda for Marketing." Academy of Marketing Science (**AMS**) conference, Sanibel Island (June 2002).

92. "A Cross-Cultural Comparison of U.S. and Chinese Web Sites: An Exploratory Study." (With Hu, Zhang.,& Zhao)International Conference on E-Business (**ICE**2002) Beijing, China (May 2002).

93. "A Framework to Measure Cultural Values on the Web." (With Hisako Matsuao) International Academy of E-Business Conference (**IAEB**), Orlando (March 2002)

94. "Analyzing Cultural Adaptability of Web Sites: A Perceptual Framework." Midwest Academy of International Business (AIB Midwest) conference, Chicago (February 2002).

95. "Measuring Web Site Globalization: A Cross-Sectional country and Industry Level Analysis." (With Paul Boughton) American Marketing Association (**AMA**) conference, Austin (February 2002).

96. "From Cultural Models to cultural Categories: A Framework for Cultural Analysis." Association of Consumer Research (**ACR**) conference, Austin (October 2001).

97. "Assessing Measurement Reliability in Cross-Cultural Ethnic Consumer Research." (With IK-Whan Kwon) World Marketing Congress UK. (June 2001)

98. "Global E-CRM." A Panel Presentation in March 2001 International Academy of E-business conference, San Francisco (March 2001).

99. "A Framework to Measure Embeddedness on the Web." International Academy of E-Business conference, San Francisco (March 2001).

100. "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

1. Global Strategy (EMIB)
2. Asian Business- Undergrad
3. International E-Business. Undergrad and MBA level.
4. International Business (IB) theory- PhD class.
5. IB theory, CSR & Methods, Ph.D. class.
6. Asian Business Country Cases Executive Masters.
7. Co-taught Business Strategy (MBA/grad)
8. INT. Marketing (EMIB)
9. Global Strategy Doctoral Seminar
10. Global Environmental Strategy (MBA)
11. Global Business Environment (MBA
12. Global Business Excellence (MBA)
13. Global and Regional Business Doctoral Seminar.
14. Doctoral Seminar on Institutions & Discourse

Marketing

15. Global Digital Media Marketing (grad)
16. International Marketing (Undergrad)
17. International Marketing (Ph.D. Seminar)
18. Strategic Marketing (Undergrad)
19. Consumer Behavior (undergrad)
20. Promotional Strategy (Undergrad)
21. Sales Management (non-traditional)
22. E-Marketing (Undergrad)
23. Localization (Undergrad)
24. Adv. Localization (Undergrad)
25. Marketing Management (undergrad)
26. Biz (1000) Foundations
27. International Marketing for Localizers (Grad)

Sustainability

28. Global Corporate Responsibility (Undergrad)
29. Sustainable Business Practices (Grad)
30. Sustainability Reporting (Grad Course)
31. Global Sustainability Challenges and Opp. (Grad).
32. Ethics & Fraud: Reclaiming Human Spirit: Prison Experience (Grad).

Executive Certificates/courses

33. Certificate in Localization.
34. Certificate in Localization Project Management
35. Certificate in Ethics and Compliance Management
36. Course in Financial Regulatory compliance
37. Certificate in Web globalization
38. Certificate in Sustainability Reporting
39. Certification in Global Digital Marketing
40. Certification in Global Branding & Marketing
41. Certification in Sustainability

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. Advanced Issues in Localization (Spring 2006)
19. International Business strategy-(Executive Masters in International Business Fall 2007-2014)
20. Asian Business-2007, 2014 (undergraduate)
21. Asia Pacific Country Cases (Executive Masters in International Business Spring 2008-2014)
22. International E-Business (Fall 2008)
23. International E-Business: Blended Learning MBA course (Fall 2010, 2011,2014)
24. Business Sustainability (Fall 2010)
25. Theory in International Business (Ph.D. Seminar, Fall 2010)
26. Ph.D. Seminar in IB theory and Emphasis on Sustainability (Fall 2011)
27. Developed and teach Online Certificate in Corporate Ethics and Compliance Management (2012-2014)
28. Sustainable Business Practices (Grad Course: Masters in Sustainability-Fall 2010-2013)
29. Global Sustainability Challenges and Opp. (Grad Course: Masters in Sustainability -Spring 2012)
30. Developed and Taught: Certificate in Corporate Ethics and Compliance Management (2011-2013)
31. Developed and Taught: Certification in Sustainability Reporting (Spring 2013)
32. Developed and Taught: Ph.D. Seminar in International business & Global Sustainability Issues (Fall 2013)
33. Developed and directed a unique MBA experiential course, Reclaiming the Human Spirit: Prison Experience & Learning from White Collar Offenders- 2013
34. Developed and Taught a Course on Localizing Global Digital Media Marketing. 2014
35. Taught International E-Business MBA Blended Class- 2014
36. Global Corporate Responsibility Fall 2015
37. Developed and Taught International Marketing Ph.D. Seminar-2016
38. Developed and Taught Executive Masters class in International Marketing-2016
39. Developed and Taught MBA class in Global Environmental Strategy-2017
40. Developed a new online certificate in compliance for St. Louis University 2018
41. Developed and taught hybrid EMIB course in International Marketing 2018
42. Developed and taught Global Strategy Doctoral Seminar 2019
43. Developed a new Doctoral Seminar on Institutions and Discourse-2022

Overall Instructor ratings at Saint Louis University have been 4.5 on a scale of 5.

Initiatives & Grants/Funds

1. Fr. Thomas M. Knapp S.J. Distinguished Faculty Member Award (2024)
2. Grant reviewer (panel chair) Louisiana Board of Regents Sponsored Programs-2023
3. EMIB Best Teacher Award (2022)
4. Consulting Editor Journal of International Management 2021 onwards.
5. Summer research grant support-2021 ($6000)
6. Editorial Board Member Journal of Internationalization and Localization 2020 onwards
7. Grant reviewer (panel chair) Louisiana Board of Regents Sponsored Programs 2019 and 2021
8. Guest Editor for Journal of Retailing and Consumer Services- A Special Issue on Advances in Theory and Practice of Digital Marketing- 2018
9. Was involved in the team with Regional Chambers and Slate for Tech-Hire Grant for Saint Louis 2016-2017
10. Software Developed via Qatar Foundation: "Arabic Web Localization Automation Tool" (2016)
11. Diamond Research Paper Award John Cook School of Business ($9000)
12. Received 2016 John Cook School of Business Summer Research Grant Support ($6,000)
13. Program committee of I3E2016 (The 15th IFIP Conference on e-Business, e-Services and e-Society on Social Media: The Good, the Bad, and the Ugly!).
14. Conference organizing committee: Global Management Perspectives conference. (2014-2015)
15. Guest Editor for the Special Issue of International Journal of Business Studies 2015.

16. Certified in Structural Equation Modeling and Data Analysis in Mplus by Institute for Measurement, Methodology, Analysis, and Policy Texas Tech University. 2014.
17. Joined Advisory board for New Creation International for Educational Outreach in Developing Countries. 2014-2015
18. Received $150,000 approx. Research grant from Qatar National Research Foundation (Lead PI). 2013-2015
19. Received $20,000 approx. research grant from LMI for Investigation US Federal Agencies Sustainability Reporting.- 2013
20. Co-chaired and co-organized the first Brand2Global Conference in London UK & Silicon Valley US. This unique conference covers areas of Global Branding and Global Digital Media. 2013-2017
21. Judge for the American Subcontractor Association National Ethics Award 2013-2017
22. Served as Grant Auditor for US Dept of Education BIE grant at University of Nevada Las Vegas. 2011-2012
23. Event organizer for the GRI Conference: 'Making Sustainability Count" which was attended by 230 attendees from around the world.
24. Received John Cook of Business Summer Research Grant Support ($10,000) (2011)
25. Program Leader: Developed Online Certificate in Corporate Ethics and Compliance at Emerson ethics Center, St. Louis University. 2011-2012
26. Helped to raise $45,000 to support the development of certificate in corporate ethics and compliance management (20121-2012
27. Associate Editor for Journal of Electronic Commerce Research. 2010 -2012
28. Scholar member at Center for Sustainability, Saint Louis University. 2010-2012
29. AMCIS Minitrack Co-Chair for E-commerce Diffusion. 2010
30. Special Issue editor for Journal of Electronic Commerce research 2009-2010
31. Program Leader: Developed The Executive Certificate in Web Globalization Management, John Cooks School of Business, Saint Louis University. May 2009-2010.
32. Raised $50,000 to support the development of Executive Certificate in Web globalization (2009-2010).
33. Program Advisory Board member for Localization World Conference, 2010.
34. Program committee for Berkeley Globalization Conference 2009.
35. Program Advisory board for Localization Certification Program CSU, Chico 2009.
36. Nominated to the editorial board for International Marketing Review-2009
37. Nominated to the editorial board for Journal of Internationalization and Localization 2009
38. Recognized among top 10 reviewers (2005-2007) for International Marketing Review-A premier international marketing journal.
39. Special issue co-editor for The DATA BASE for Advances in Information Systems. 2008-2009
40. Honorary Associate Member at Center for E-Business Research, University of Swansea, U.K.
41. Principal facilitator for the Grant effort for getting Google advertising grant for promoting the Localization Certification Program-2007-2008.
42. In 2007 –seven Localization Class students presented at Applied Business Research Conference.
43. 2007-Best paper award at Applied Business Research Conference Jan 2007.
44. 2007-Invited to serve on the Editorial Board or top International Business Journal-International Marketing Review.
45. 2008-two Localization Class students presented at The International Business & Economics Research and one student paper won the best paper award in the track.
46. 2008-Co-Chaired the mini track on Global Ecommerce Diffusion, Adoption, and Use at the AMCIS Conference in Toronto.
47. 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
48. Received Half a million dollar BIE US Department of Education grant (2006, 2008) (Including the match)
49. Received $240,000 in Software licenses donation by Idiom Technologies to the Localization Program, CSU Chico (2006).
50. Received "Research excellence Award," 2006. College of Business, California State University Chico.
51. Received (in collaboration with RCE) $70,000 grant from CSU Commission on Extended University to work with RCE to implement professional workshops in Localization.
52. Developed student exchange program with Euromed Marseille Ecole De Management, France.

53. $15,000 (2006) grant from Lionbridge Technologies Inc. for conducting survey of Hispanic web site expectations.
54. Organized a summer school in Localization 2006 that attracted 80 professionals from 8 different countries.
55. $5000 (2006) research grant from the College of Business.
56. $5000 (2005) grant from center for excellence in teaching and research to initiate classes in area of international e-business.
57. $4000 –(2004) from Academy for International Business to help students go to a research conference
58. $4000 (2005) from the college of Business to finance student travel to international conferences.
59. $2400 (2004) California State University grants to conduct research on Hispanic web site localization.
60. $4000 – (2004) Research Foundation Summer Scholar Grant, from California State University Research Foundation. Grant for writing a book on, "Cultural Customization on the Web."
61. $2000 (2003-2004) Grant from Center for Excellence in Learning and Teaching for enhance research creativity among students and help for personal travel.
62. *AMA 2006- Best Paper Award in Brand Marketing Track.*
63. *Special Issue Senior Co-Editor* for *International Marketing Review-*"International E-commerce."
64. 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."
65. 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.
66. 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.
67. 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. Presidential Fellowship Committee (2024-2025)
2. Workload Policy Task Fore (2021-2025)
3. Business School Rank and Tenure Committee (2021-present)
4. Ph.D. Steering Committee (2007-present)
5. Research and Award Committee (2021-2023)
6. Graduate Curriculum Board Committee (2018-present)
7. Societal Impact task force (2021-2022)
8. P-MBA Task force (2021-2022)
9. University Rank and Tenure Committee (2018-2021)
10. Dean's Search Committee (2019-2020)
11. Research and Service Committee (2017 spring)
12. Faculty Senate Rep for B-School (2016-present)
13. Graduate Board (2016-present)
14. Math-Business working group committee (2016-2017)
15. Interprofessional Community & Economic Development Initiative (2015-2017)
16. Just Labor Committee (2014-present)
17. Business School Executive Committee (2013-2015)
18. Graduate Board Committee (2009-2014)
19. Global Vision University Task Force (2012)
20. University Center for Sustainability Task force (2011-2013)
21. Sustainable Disaster Recovery Planning Committee (2012-2013)
22. Learning Technologies Advisory Committee (2012-2013)
23. Executive DBA program Committee (2011-2014)
24. SPS Internationalization Task Force (2012)
25. University Wide: Higher Learning Criterion 3 Subcommittee (2009-2011)

26. Sustainability Certificate task force (2010-2011)
27. India MBA Alliance Committee. (2010-2011)
28. Search Committee member for Associate Dean, School of Professional Studies (2010-2011)
29. University wide Sustainability Task force (2009-2011)
30. Blended Learning Task Force (2010-2011)
31. Volunteered for the Web Committee 2009-2011
32. Research Awards Committee (2010)
33. Service Awards Committee (2010)
34. CBK Task force (2009-2010)
35. Volunteered for Business School Sustainability Task force (2008-2009)
36. Appointment to Graduate Faculty for Ph.D. Mentor Status. (2007-2010)
37. Volunteered for the Web Committee (2008-2011)
38. 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.

Ph.D. Dissertation Committees for:
1. Alex Brinkmeier (Chair (2023-2025)
2. Fan Wang (Reader (2023-2025)
3. Brittney Bauer (Reader) (2018-2019)
4. Chuandi Jiang (Reader) (2017-2018)
5. Myra Zhang (Chair) (2015-2018)
6. Sang Bong Lee (Reader) (2015-2018)
7. Michael Frechete (Reader) (2014-2016)
8. Colleen Harmeling (Reader)(2014)
9. Takisha Sally (Reader) 2010-2014
10. Francisco Tigre Moura University of Otago, New Zealand (Thesis Examiner) 2012
11. Joseph Little (Chair) 2008-2010
12. Kevin Lehnert (Reader) 2009-2010
13. Joyce Xin Zhou (Chair) 2008-2009
14. Stan Westjohn (Reader) 2008-2009

Reviewing:
1. Serve as Consulting Editor for Journal of International Management 2020-onwards
2. Serve as editorial review board member at Journal of Business Research 2015 onwards
3. Serve as Associate Editor Journal of Electronic Commerce Research 2014 onwards
4. Serve as Associate Editor board member for International Journal of Business Environment 2015-2018
5. Serve as editorial Board member at Journal of Cultural Marketing Strategy2014 onwards
6. Editorial review Board for International Marketing Review 2008 onwards
7. Editorial review board for the Journal of Internationalization and Localization 2014 onwards
8. Serve as Co-Track Chair "Global E-Commerce Diffusion" at AMCIS conference 2008
9. Special Issue Editor for The DATA BASE for Advances in Information Systems 2008
10. Special Issue Editor for International Marketing Review 2005
11. Journal of Global Information Management (Ad-Hoc reviewer)
12. Journal of Advertising (Ad-Hoc reviewer)

13. Journal of Electronic Commerce Research (Ad-Hoc reviewer)
14. Journal of International Marketing (Ad-Hoc reviewer)
15. Psychology & Marketing (Ad-Hoc reviewer)
16. Multinational Business Review (Ad-Hoc reviewer)
17. Journal of Computer Mediated Communication
18. Multinational Business Review
19. Journal of Promotion Management (Ad-Hoc reviewer)
20. Psychology & Marketing (Ad-Hoc reviewer)
21. Thunderbird International Review (Ad-Hoc reviewer)
22. Journal of Euromarketing (Ad-Hoc reviewer)
23. Journal of Global Marketing (Ad-Hoc reviewer)
24. International Journal of Commerce and Management
25. Member of Graduate Student Association, Saint Louis University.
26. Mentor for student internships, Saint Louis University.
27. Member of AMA, ACR, AMS, and AIB.
28. Winter AMA 2001.
29. World Marketing Congress 2001.
30. Academy of International Business, Midwest 2001.
31. Academy of International Business, Midwest 2002.
32. Association of Marketing Theory and Practice 2002.
33. Academy of Management (AOM) 2002.
34. Academy of International Business, 2003
35. Special Issue of Thunderbird International Review 2001.
36. Special Issue of Asia-Pacific journal of Marketing 2001.

Service on Advisory Boards:
- Chairman of the Board: NGO- New Creation International 2015-2016
- Brand2Global: Global Marketing & Digital Media Conference 2013 onwards
- Conference co-hair: Global Management perspectives 2014 onwards
- 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 2011-2019