

Curriculum Vitae

Dr. Intekhab ALAM
45, Embassy Drive, Rochester, New York-14618, USA

Home Phone: +1-585-4731177; WhatsApp: +1-585-8027825; Email: alam@geneseo.edu
Citizenship: United States of America (USA)

EDUCATION

PhD in Marketing

Year of completion 2000

University University of Southern Queensland, Australia.

Masters of Business (Marketing) by Research

Year 1994-1995

University Queensland University of Technology, Australia

Master of Business Administration (M.B.A)

Year 1983-1985

University Aligarh Muslim University, Aligarh India

Bachelor of Commerce (B.Com.)

Year 1979-1982

University University of Calcutta, Calcutta, India

ACADEMIC EMPLOYMENT HISTORY

March 2022-Current Distinguished Professor of Digital Business and Marketing
State University of New York (SUNY), Geneseo, New York

Aug 2011-Feb 2022 Full Professor of Marketing
State University of New York (SUNY), Geneseo, New York

Aug 2015-July 2018 Director of Academic Programs, School of Business
State University of New York (SUNY), Geneseo, New York
(Concurrent appointment as professor and director)

Aug 2007- July 2011 Associate Professor of Marketing
State University of New York (SUNY), Geneseo, New York

Sept 2001 – July 2007 Assistant Professor of Marketing
State University of New York (SUNY), Geneseo, New York

July 1997- July 2001 Lecturer in Marketing
University of Southern Queensland (USQ), Australia

July 1996-June 1997 Lecturer in Marketing
Charles Sturt University (CSU), Australia

Global Teaching Experience

August 2023- Current. Visiting Professor of Digital Marketing
American University of Beirut, Lebanon
Courses: Digital Marketing, Social Media Marketing Courses for MBA and Executive Programs

1999-2001. Courses Taught at Queensland University of Technology, University of Southern Queensland and Charles Stuart University, Australia
Several Management and Digital Business courses for Undergraduate, Masters, MBA, PhD and Executive Programs

Undergraduate Courses Currently Teaching or Previously Taught

- Digital Marketing
- Social Media Marketing
- Search Engine Marketing
- Product and Brand Management

Graduate/MBA/Executive Courses Taught at Rochester Institute of Technology (RIT), St. John Fisher College as Adjunct Professor

- Digital Marketing
- Social Media Marketing
- Search Engine Marketing and Analytics
- Marketing Concepts and Commercialization (MBA basic marketing course)
- Product and Brand Management

INDUSTRIAL EMPLOYMENT HISTORY

1986– 1993 Marketing Executive

Organization Parle Exports/Bisleri Beverages Pvt. Ltd. India. Multinational soft drink manufacturing companies and leaders of Indian soft drinks market.

Responsibilities. Leading a team of sales managers, sales supervisors and 15 salespersons with the sole responsibility of achieving periodical sales target.

1996-1998 BHP Steels (Australia's largest corporate group)

Responsibilities. Completed product development projects for BHP steels. The activities included product idea generation and overall new product development. Generated 35 new product ideas and finally developed 04 products.

ACADEMIC HONORS and AWARDS (Teaching, Research and Service)

- State University of New York (SUNY) Positive Societal Impact (PSI) Research Award 2023 for understanding and promoting Diversity, Equity and Inclusion (DEI) principles.
- State University of New York (SUNY), Academic Affairs Committee Award 2020 for the educational dedication shown to the students
- American Marketing Association (AMA), Rochester Pinnacle Award 2019 (Logo Design Not for Profit Category) for participating and working with the SUNY marketing team.
- School of Business's Business Advisory Council (BAC) Outstanding Scholarship and Research Award for 2015.
- David A. Martin Endowed Faculty Incentive Award for 2013-2014.
- School of Business's Business Advisory Council (BAC) Outstanding Scholarship and Research Award for 2011.
- 2010 Hormel Foods Meritorious Teaching Award. A national teaching award given to 10 top instructors every year selected by Marketing Management Association after national competition.
- School of Business's Business Advisory Council (BAC) Outstanding Teaching and the Use of Active Learning in the Classroom Award for 2010.
- School of Business's Business Advisory Council (BAC) Outstanding Teaching and the Use of Active Learning in the Classroom Award for 2008.
- Gavagan Incentive Award for Service and Outstanding Contribution to Jones School of Business and SUNY, Geneseo for 2007.
- State University of New York (SUNY) Chancellor's Award for Excellence in Teaching in 2006.
- School of Business's Business Advisory Council (BAC) Outstanding Scholarship and Research Award for 2006.

Refereed Journal Articles and Chapters (Google Scholar Citation Index 3973)

Alam, I and Bhatti, I (2023), A Comparative Analysis of Financial Service Development Strategies of Indian and Australian Firms. *Academy of Marketing Studies Journal*, 27 (5), October: 1-15.

Alam, I (2021), Integrating Social Media and Traditional Modes of Customer Interaction for New B2B Service Development, *Journal of Business to Business Marketing*, 28 (4): 321-345.

Alam, I and Seifzadeh P (2020). Marketing Islamic Financial Services: A Review, Critique and Agenda for Future Research, *Journal of Risk and Financial Management*, 13 (1/12): 1-19.

Alam, I. (2019). Interacting With Muslim Customers for New Service Development in a Non-Muslim Majority Country, *Journal of Islamic Marketing*, 10 (4): 1017-1036.

Kiani, I, Seifzadeh, P and Alam, I (2019) Learning from Semantic Inconsistencies as the Origin of Dynamic Capabilities in Mncs: Evidence from Pharmaceutical Mncs. *Academy of Marketing Studies Journal*, 23 (4): 1-18.

Alam, I (2018). How to Collaborate With Customers for New Service Development in Global Markets? *Academy of Marketing Studies Journal*, 22 (3): 1-11.

Alam, I (2015) Marketing Financial Services to the Ethnic Minority Customers in India, *The Routledge Companion to Ethnic Marketing*, Jamal, A., Peñaloza, L. and Laroche, M. editors, 222-234. Taylor and Francis, NY. (ISBN# 978-0-415-64363-4)

Alam, I (2015). Developing Sharia-compliant Financial Services for the Muslim Customers in India. *Journal of Islamic Economics, Banking and Finance*. 11 (1): 47-70.

Alam, I (2014). Designing Experiential Learning Projects for Teaching Marketing Courses. *Atlantic Marketing Journal*, 3 (3): 114-130.

Alam, I (2014). Developing New Financial Services from Lead User Input in India. *International Journal of Marketing & Business Communication*, 3 (2): 24-32.

Alam I (2014), Moving Beyond the Stage Gate Models for Service Innovation: The Trend and the Future. *International Journal of Economic Practices and Theories*, 4 (5): 637-646.

Alam I (2014) Conducting Research for New Service Development in Emerging Markets. *Journal of Services Research*, 14 (1): 183-201.

Alam I (2014) Impact of Cultural Factors on Service Innovation, *International Journal of Economics and Management*, 4 (3): 20-33.

Alam, I (2013) Customer interaction in service innovation: evidence from India, *International Journal of Emerging Markets*, 8 (1): 41 – 64.

Alam, I (2012) New Service Development in India's Business-to-Business Financial Services Sector. *Journal of Business and Industrial Marketing*, 27 (3): 228-241.

Alam, I (2011) "Process of Customer Interaction During New Service Development in an Emerging Country." *Service Industries Journal*, 31 (16): 2741-2756.

Alam I (2011) Exploring Cross-National Differences in Service Innovation Process and Strategy in Developing and Developed Nations. *Journal of Service Management*. 22 (5): 586-606.

Alam, I. (2011) "Key Customer Characteristics for Customer-oriented Innovation in Australian Service Industry". *Journal of Services Research*, 11 (1): 41-60.

Alam, I. (2010) "Does Service Innovation Process Differ Across Cultures?" *Asia Pacific Journal of Marketing and Logistics*, 22 (4): 460-472.

Alam, I (2008) "Service Innovation Strategy and Process: A Cross-national Comparative Analysis" *Innovation in the Service Sector, New Approaches*, Sen Simantee, editor. The Icfai University Press (ISBN# 81-314-1289-4).

Alam, I (2007) "New Service Development Process: Emerging versus Developed Markets" *Journal of Global Marketing*, 20 (2/3): 43-55.

Alam, I. (2006) "Process of Customer Interaction in New Service Development" *Involving Customers in New Service Development* Edvardsson B., Gustafsson A., Kristensson P., Magnusson P & Matthing J, editors. Imperial College Press (ISBN# 1-86094-669-0).

Alam, I. (2006) "Service Innovation Strategy and Process: A Cross-national Comparative Analysis" *International Marketing Review*, 23 (3): 234-254.

Alam, I. (2006) "Removing the fuzziness from the fuzzy front-end of service innovations through customer interactions", *Industrial Marketing Management*, 35 (4): 468-480.

Alam, I (2005) "Fieldwork and Data Collection in Qualitative Marketing Research". *Qualitative Market Research-An International Journal*, 8 (1): 97-112.

Alam, I. (2004) Interacting with Customers in New Product Development Process. *PDMA Handbook of New Product Development*. Kahn, K, Castellion, G and Griffin A, editors. John Wiley and Sons. (ISBN# 0-471-48524-1)

Alam I. (2003) Commercial Innovations from Consulting Engineering Firms: An Empirical Exploration of a Novel Source of New Product Ideas, *Journal of Product Innovation Management*, 20 (4): 300-313.

Alam, I. (2003), "Innovation Strategy, Process and Performance in the Commercial Banking Industry. *Journal of Marketing Management*, 19 (9-10), 973-999.

Alam, I. (2002) "An Exploratory Investigation of User Involvement in New Service Development, the *Journal of the Academy of Marketing Science (JAMS)*, 30 (3): 250-261.

Alam, I. and Perry C. (2002) "A customer-oriented new service development process" *Journal of Services Marketing*, 16 (6): 515-534.

Alam, I. (2000), 'New Product Development strategies of Taiwanese firms', *Journal of International Marketing and Exporting*, 5 (1): 47-58.

Refereed Conference Proceedings

Alam I (2022), Assessing Cultural Shifts in the Emerging Markets, *17th International Conference of the Academy of Global Business Research and Practice (AGBRP)*, Dubai, UAE, December 20-22, 2022.

Alam I, (2022), Social Media Use for New Service Development Among Service Firms in India. *2nd Vedatya Chaupal Online International Conference 2022*, India, December 8-9, 2022.

Alam I, (2020), How to use digital media for new service development? *1st Vedatya Chaupal Online International Conference 2020*, India, November 27-28, 2020.

Alam I (2020), Social media for new service development in a developing and transitional economy. *The 45th Annual Macromarketing Conference*, Colombia (Online), July 7-10, 2020.

Alam, I (2019), Customer Interaction via Social Media in the Emerging Markets, *International Business in Unsettling Political and Economic Environment, Academy of International Business (AIB) Conference*, Copenhagen, Denmark, June 24-27, 2019.

Alam, I (2018), Customers Input Via Social Media for New Service Development, *Exploring Service Science*, 9th International Conference, Karlsruhe, Germany, September 19–21.

Alam, I (2017), Interacting with Ethnic Customers for New Service Development Process, *12th Royal Bank International Research Seminar*, Montreal Canada, September 21-23.

Alam, I (2016), Obtaining Customers Input for New Service Development in the Emerging Markets: A Case Study, *2016 MARCON- 4th International Marketing Conference*, Calcutta, India, December 22-24, 2016.

Alam, I (2016), The Cultural Transformation of Emerging Markets, Academy of Marketing Science, *World Marketing Congress*, Paris, France, July 19-23, 2016.

Alam, I (2015) Role of Ethnic Customers in Business to Business Service Innovation in Emerging Market. *10th Royal Bank International Research Seminar*, Montreal Canada.

Alam, I (2015), Cultural Changes in the Emerging Markets: Is a New Paradigm Evolving? *Annual Conference of the Emerging Markets Conference Board*, Dubai, UAE, January 20-22, 2015.

Alam, I (2014), Moving Beyond the Stage Gate Models for Service Innovation: The Trend and the Future. *2nd International Conference on Marketing and Business Development (MBD)*, Bucharest, Romania, June 2014.

Alam, I (2014), Managing Cultural Challenges in Customer-Manager Interaction for Service Innovation, *Transforming into Learning Organization: Linking the Present with the Future Conference*, January 3-4, 2014, Mumbai, India

Alam, I (2013), Cultural Issues in New Service Development Research in Emerging Markets, *9th Royal Bank International Research Seminar* Montreal, Canada.

Alam, I (2013), Conducting Longitudinal Qualitative Research for New Service Development in Emerging Markets, *Marketing Metamorphosis, Transforming Lives, Nurturing Lifestyles*, January 4-5, 2013. 8th SIMSR Global Marketing Conference, Mumbai, India.

Alam, I (2012), The Challenges of Service Innovation in Asian Emerging Markets, *7th SIMSR Asia Marketing Conference*, Mumbai, India.

Alam, I (2011), Cultural Factors in Lead User Interaction Process for New Service Development *7th Royal Bank International Research Seminar* Montreal, Canada.

Alam, I (2011). Developing and Marketing New Financial Services for the Muslim Customers in India. *1st Global Islamic Marketing Conference*, Dubai, UAE.

Alam, I (2010). A longitudinal Analysis of Customer Interaction in New Service Development in Emerging Markets *Association of International Business (AIB) Annual Conference*, Rio de Janeiro. *International Business in Tough Times*, Kostova, T and Kiyak T (eds.) pp. 223-224. ISSN: 2078-0435

Alam, I (2010). Managing Customer Interaction in New Service Development in Emerging Markets. *19th Annual Frontiers in Service Conference*, Sweden.

Alam, I. (2009) Meta-national Innovation Management in Service Industries. *World Marketing Congress*, Oslo, Norway. *Marketing in Transition: Scarcity, Globalism and Sustainability*.

Alam, I. (2009). Managing New Service Development and Customer Interaction in India. *Indian Academy of Management Conference*, Jamshedpur, India.

Alam, I. (2009). Global Customers as Partners in Service Innovation, *5th Royal Bank International Research Seminar* Montreal, Canada.

Alam, I (2009), Developing New Services in Commonwealth Countries: A Cross-National Comparison, *Academy of Marketing Science Conference*, Marketing for a Better World.

Alam, I. (2008), "Global Service Innovation and the Role of Customer Interaction", *American Marketing Association's 2008 Summer Marketing Educators' Conference*, August 2008, San Diego *Enhancing Knowledge Development in Marketing*, Brown, J. R and Dant R.P. (eds.), volume 19, pp. 91-92. ISBN#: 0-87757-333-6.

Alam, I. (2008), Developing New Services with the Collaboration of Global Customers, *2008 Academy of Marketing Science Conference*. Creating Value in a Global Marketplace.

Alam, I (2007), "Cross-cultural Issues in Service Innovation: Evidence from Two Commonwealth Nations." Proceedings of the *4th Royal Bank International Research Seminar*, Montreal, Canada.

Alam, I (2007), "Globally Distributed Work: The Case of Service Innovations" Proceedings of 2nd *International Conference on Management of Global Distributed Work*, Bangalore, India, July 2007.

Alam, I. (2006), Does Service Innovation Process Differ Across Cultures? Proceedings of *The Academy of Business Discipline Conference*, Ft. Myers, Florida.

Alam, I. (2006), "A Longitudinal Study of Lead User Method Implementation in New Service Development." Proceedings of the *Fordham University Conference on the Marketing of Financial Services*, New York. Estelami, H and Maxwell S (eds.): 122-127.

Alam, I. (2005) "Cultural Differences in New Service Development Process: United States versus India." Proceedings of the *3rd Royal Bank International Research Seminar*, Montreal, Canada.

Alam, I. (2004) "New Product Development in the Financial Services Industries". Proceedings of the *Academy of Marketing (AM) Conference*, Cheltenham, United Kingdom, Virtue in Marketing.

Alam, I. (2004) "A Cross-National Comparative Study of New Service Development: United States and Australia". American Marketing Association's Summer Marketing Educators' Conference, Boston, *Enhancing Knowledge Development in Marketing*, Bernhardt, K.L, Boles, J and Ellen, P.C (eds.), volume 15, pp. 223-224. ISBN: 088757-311-5.

Alam, I. (2003) "Managing the Fuzzy Front End of Service Innovation: The Role of Customer Interaction". *American Marketing Association's Winter Marketing Educators' Conference*, Orlando, *Marketing Theory and Applications*, Henderson, G.R. and Moor M.C (eds.), volume 14, pp. 44-45.

Alam, I. (2002) "Selection of Customers for Involvement in the Development of Service Innovations" Proceedings of the *Decision Science Institute's Annual Conference*, San Diego, November 2002.

Alam, I. (2001), 'Use of case study methodology for theory building research in the area of new service development'. Proceedings of the Academy of Marketing Science's *World Marketing Congress 2001*, Cardiff, UK.

Alam, I. (2001), Consulting Engineering Firms: A beneficial resource for new product development. Proceedings of the Academy of Marketing Science's *World Marketing Congress 2001*, Cardiff, UK.

Alam, I. and Perry, C. (2000), 'New Service Development Process in Australian Financial Service Industries', Proceedings of the *ANZMAC Conference*, November, Visionary Marketing for the 21st Century: Facing the Challenges, ed. A. O'Cass, pp. 19-23.

Alam, I. (2000), 'The Role of Users in Successful New Service Development', Proceedings of the *American Marketing Association's 2000 Summer Marketing Educators' Conference*,

Chicago, August, *Enhancing Knowledge Development in Marketing*, Gundlach G.T and Murphy P.E (eds.), 11, pp. 193-202.

Alam, I. (1999), 'Product Innovation Management in Taiwan: Opportunity for Global Marketers', *Proceedings of the 1999 Conference of Academy of International Business*, Melbourne, Preparing for 2000: Opportunities and Challenges for International Business in the Asia Pacific Region, Edwards, R and Nyland C (eds.), 1, 1-8.

Alam, I. (1998) 'An Experiential Learning Approach to Undergraduate Marketing Education' *Proceedings of the American Marketing Association's 1998 Winter Educators' Conference*, Texas, Marketing Theory and Application, Grewal, D and Pechmann, C (eds.) volume 9, pp. 246-254.

Alam, I. and Ali, A. (1998) 'New Industrial Product Idea Generation', *Proceedings of the American Marketing Association's 1998 Winter Educators' Conference*, Texas, Marketing Theory and Application, Grewal, D and Pechmann, C (eds.) volume 9.

Alam, I. (1997), "New Product Development: Managing the Initial Stage", *Proceedings of the Australia and New Zealand Marketing Educators' Conference*, Melbourne, Australia.

Alam, I. (1996), 'Identifying Factors of New Consumer Product Failure in Australia'. *Proceedings of the ANZAM Conference*, November, Wollongong, Australia.

Alam, I. (1996), 'New product Idea Generation: A Systematic Approach' *Proceedings of the Australia and New Zealand Marketing Educators' Conference*, Volume II, Auckland, New Zealand.

Invited Scholarly Works Reported or Published in Mass Media

- Wallethub.com article "Ask the Experts: 4 Things to Consider When Purchasing Liability Car Insurance, https://wallethub.com/edu/ci/liability-car-insurance/7300#expert=Ian_Alam July 1, 2023.
- Wallethub.com article "Ask the Experts: Best Car Insurance in New York". https://wallethub.com/car-insurance/new-york#ian_alam. October 26, 2022.
- Wallethub.com article "Ask the Experts: 2021 Esurance: Is It a Good Company?" https://wallethub.com/edu/ci/esurance-car-insurance-review/63745#expert=Ian_Alam, September 30, 2021.
- Zippia.com article "Experts Weigh In On Current Job Market Trends", <https://www.zippia.com/sales-marketing-jobs/trends/>, April 12, 2021.
- Moneygeek.com article "Ask the Experts: Steps to Find Cheap Auto Insurance", <https://www.moneygeek.com/insurance/auto/cheapest-car-insurance-quotes-companies/#expert=ian-alam> , May 17, 2021

- Wallethub.com article “Ask the Experts: Grocery Credit Card Shopping Tips”, https://wallethub.com/best-credit-card-for-groceries#experts=Ian_Alam , April 1, 2020.
- Wallethub.com article “Ask the Expert about Rewards Credit Cards”, https://wallethub.com/credit-cards/rewards/#expert=Ian_Alam September 23, 2019.
- Wallethub.com article “Ask the Expert about Master card”, https://wallethub.com/credit-cards/mastercard/#expert=Ian_Alam, March 13, 2019.
- Cardhub.com article by Alina Comoreanu, Research Analyst “*Price protection report: credit cards shielding you from price drops*”. <http://www.cardhub.com/edu/credit-card-price-protection/#Ian-Alam> March 12, 2015.
- Channel 13 WHAM news about the use of outside money in political advertising; a news story by Jane Flasch, 6 PM News 11/1/2010.
- WHAM Blog, “Want the real truth about negative campaign ads?” November 2, 2010.
- 1180 WHAM Radio. Kodak’s sponsorship of NASCAR. Evening business news, October 27, 2008.
- Democrat and Chronicle Newspaper on Fast Ferry Marketing: “Some Say Bad Salesmanship was Behind Ship’s Downfall”. A story by Mathew Daneman; 01/11/2006.
- Democrat and Chronicle Newspaper on South Wedge Marketing Project: “South Wedge Merchants Try a New way to Win You Over”; A story by Mary Chao; 5/9/06
- The Buffalo News about the energy drinks marketing: “Energy by the Gulp.” 12/24/06.
- Batavia News on the growth of non-traditional and small businesses in upstate New York’s town: “Big Changes Come in Small Packages”. A story by Bob Surtell; 02/18/2006.
- Watertown Daily Times on state senator James Wright’s initiative on energy drinks marketing: “Wright Supports Ban on Drinks Named for Drugs”. March 4, 2007.
- Channel 13 WHAM news about Bausch and Lomb’s Public Relation and Marketing. “Bausch and Lomb’s Road to Recovery” News story by Jane Flasch; 6 PM news on 5/18/06.
- Channel 13 WHAM news about the effect of negative/attack advertisements for political purposes; “Nasty Political Ads” a news story by Jane Flasch, 6 PM News 11/1/06.
- Fox channel, Rochester. “A Legal Alternative”, a news story at 10 PM on 12/4/06.
- Channel WROC 8 Rochester “A Legal Alternative”, a news story at 11 PM on 12/4/06.

- R News Rochester: a news story about a new high caffeine drink in the market; 12 noon and onwards; 11/30/06.
- Encompass Weekly “Geneseo professor researching controversial Cocaine energy drink” November 27, 2006.

DEPARTMENT AND COLLEGE SERVICE

College Service (Committees and Other Contributions)

- Member, School of Business Dean Search Committee (Spring 2023)
- Member, School of Business Interim Dean Search Committee (Spring semester 2012)
- Member, School of Business Dean Search Committee (Spring and Fall semester 2013)
- Member, College Judicial Review Committee (2003-2014)
- Member of College Senate 2005-2007; and 2010-12
- Member, Senate Graduate Academic Affairs Committee 2005-2007; and 2010-12
- Member, Evaluation and Selection Committee: Chancellor’s Award for Excellence and Distinguished Ranks for 2014-15
- Member, Evaluation Committee: Chancellor’s Award for Excellence in Teaching and Distinguished Teaching Professor for 2011-2012.
- Member, Evaluation and Selection Committee: Chancellor’s Award for Excellence and Distinguished Ranks for 2010-2011
- Member, Campus Award Selection Committee for 2010.
- Member, Evaluation Committee: Chancellor’s Award for Excellence in Teaching and Distinguished Teaching Professor for 2011-2012
- Member, Evaluation Committee: Chancellor’s Award for Excellence in Teaching and Distinguished Teaching Professor for 2006-2007.
- Faculty Advisor, Alpha Kappa Psi Fraternity in SUNY Geneseo (September 2009-2015).
- Advisor, Summer New Student Orientation (continuing)
- Participated in the college's assessment related activities such as Assesstivus. Presented short seminars on school of business assessment process during the Assesstivus.

School of Business Committees

- Chair, Business Administration Area, (continuing)
- Chair, Search Committee for the Assistant Professor of Marketing position, Spring 2022
- Coordinator, Assurance of Learning (AOL) for AACSB accreditation, (2015-2018)
- Coordinator, AACSB accreditation team (2015-2018)
- Chair, School of Business's Curriculum Committee (2010-2015)
- Member, School of Business Strategic Planning Committee (2010- 2018)
- Member, New Faculty Search Committee (2016-2017)
- Member, School of Business Personnel Committee (2008-2009; 2014-2016; 2019-2020)
- Member, School of Business's Curriculum Committee (2005-2010)
- Member, School of Business's Faculty Development Committee (2001-2005)
- Member, BAC Marketing and Management Subcommittee (continuing)
- Member, Course Scheduling Subcommittee (Fall 2005)
- Additional Member of Personnel Committee for several colleagues.

School of Business Clubs and Centers

- Advisor, Geneseo Marketing Association/Geneseo Marketing Club (continuing)
- School of Business's liaison with the Communications Department (continuing)
- Director, School of Business Survey Research Center (2004-2005)
- Co-director of School of Business Seminar series (2004)

Other Service Activities

- Organized 3rd student- marketing practitioner conference in October 2022 in virtual format in which several marketing practitioners attended the university campus and presented seminars on cutting edge marketing tools.
- Organized 3rd student- marketing practitioner conference in October 2021 in virtual format in which several marketing practitioners attended the university campus and presented seminars on cutting edge marketing tools.

- Organized 2nd student- marketing practitioner conference in October 2020 in virtual format in which several marketing practitioners attended the university campus and presented seminars on cutting edge marketing tools.
- Organized 1st student- marketing practitioner conference in October 2019 in which several marketing practitioners attended the university campus and presented seminars on cutting edge marketing tools. Short video clip link: <https://youtu.be/nEv2GTSPkHA>
- Organized networking trip to New York City for the marketing students in March 2019. Students attended six different companies for networking.

Service to the Discipline-Involvement with American Marketing Association (AMA)

- Part of 2020-21 AMA Collegiate Case Competition New Orleans Judging Team
- Part of 2019-20 AMA Collegiate Case Competition New Orleans Judging Team.
- Participate in Rochester AMA Pinnacle Award Competition.
- Active Participant in the Collegiate Conference AMA Rochester 7th Annual Collegiate Conference, 2019-2020.

Service to the Discipline- Manuscript Reviewer (Ad hoc and Regular)

- Journal of Marketing
- Journal of Product Innovation Management
- European Journal of Marketing
- Journal of International Marketing
- Service Industries Journal
- Asia Pacific Journal of Marketing and Logistics
- Journal of Business Research
- International Journal of Services Technology and Management
- European Management Journal
- Product Development and Management Association (PDMA) Research Forum
- Product Development and Management Association (PDMA) Dissertation Competition
- PDMA Research Grant Competitions
- Decision Science Conference
- Royal Bank International Research Seminar Series
- World Marketing Congress Conference
- Academy of International Business Conference

Memberships of Professional Organizations

- American Marketing Association (AMA), USA
 - Academy of International Business (AIB), USA
 - Product Development and Management Association (PDMA), USA
-