

JAMES AGARWAL

Dr. James Agarwal is the inaugural **UCalgary Research Excellence Chair and Full Professor of Marketing** at the Haskayne School of Business, University of Calgary, Canada. He received his PhD in Marketing (Minor in Statistics) from Georgia Tech in Atlanta, Georgia USA. Previously, he held the Haskayne Research Professorship (2018-2021) and was appointed CCAL Research Fellow (2013-2016), Research Director (2013-2015), and Chair of Marketing Area (2002-2005) at the Haskayne School of Business. He is listed in Canadian Who's Who, University of Toronto Press and Marquis Who's Who in America. In 2017, he received the Albert Nelson Marquis Lifetime Achievement Award from Marquis Who's Who.

James has co-authored/edited three books: (1) *'Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques'* (Sage Publication, 2011); (2) *'Emerging Issues in Global Marketing: A Shifting Paradigm'* (Springer, 2018); and (3) *'Customer Relationship Marketing: Theoretical and Managerial Perspectives'* (World Scientific, 2021).

James enjoys teaching with passion and teaches at all three levels: Undergraduate, MBA, and PhD. He has taught Undergraduate, MBA/EMBA courses in *International Marketing*, *Consumer Behavior*, *Marketing Research*, *Research Methodology*, *Relationship Marketing*, and *Strategic Marketing* and PhD courses in *Multivariate Statistical Analysis* and *Marketing Theory*. He was Visiting Professor in Austria, Canada, India, Iran, Peru, Singapore, and USA.

James's research interests are in the following broad areas: International Marketing, Consumer Psychology, Relationship Marketing, Ethical Issues in Marketing, and Statistical Methods. He has published 70+ papers in major refereed journals, proceedings, and book chapters including the *AMS Review*, *Customer Needs and Solutions*, *Information Systems Research*, *International Journal of Research in Marketing*, *International Marketing Review*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of International Marketing*, *Journal of Marketing Research*, *Journal of World Business*, *Management International Review*, and *Psychology & Marketing*. He has presented his research in 100+ conferences in 20+ countries. He has co-edited 2 special issues of *Journal of Business Research* on (1) *'Ethics and Morality in Customer-Brand Relationships'* & (2) *Retailing and Emergent Technologies*. He is ERB member of JIM & IMR.

James has received several best paper awards including the *William R. Darden Best Paper Award* in Research Methodology, *Hans B. Thorelli Best Paper Award* in International Marketing, *Temple/AIB Best Paper Award (Finalist)* in International Marketing granted by the Academy of International Business and two *Best Paper Awards* in Customer Relationship Management and Branding & Brand Management Tracks granted by the American Marketing Association. His Google Citation is 8700+ as of January 2024. In 2005, James was listed in *Most Prolific Scholars in International Business (IB) Research* (Top 5 Percent) compiled by Cavusgil, Griffith, and Xu (2005), Michigan State University. He was also listed in Most Prolific Scholar in IB Research for articles published in *International Marketing Review* (Top 5 Percent) in 1996-2006 by Xu, Yalcinkaya, and Seggie (2008), published in *Asia-Pacific Journal of Management*.

James has received several other honors, awards, recognitions, and competitive research grants during his tenure. His research has been supported by several funding agencies including Social Sciences & Humanities Research Council (SSHRC), UCalgary Research Excellence Chair Award, Haskayne Research Professorship Fund, National Center for Middle Market (Ohio State University), Kahanoff Foundation (Queens University) and Saskatchewan Health. In addition, he has received several internal research grants from the University of Calgary. He is a member of the *American Marketing Association*, *Academy of International Business*, and the *Academy of Marketing Science*.

CURRICULUM VITAE**JAMES AGARWAL****Office Address:**

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CITIZENSHIP: CANADIAN

EDUCATION

Doctor of Philosophy (PhD): Major in Marketing (Minor: Statistics), Scheller College of Business, *Georgia Institute of Technology* (Georgia Tech) Atlanta Georgia, USA, 1993.

Master of Business Administration (MBA): Major in Marketing, Graduate School of Business Administration, *Atlanta University*, Atlanta Georgia, USA, 1989.

Masters in Personnel Management: Post-Graduate Diploma in Personnel Management and Industrial Relations (PGD: PM&IR), *Xavier Institute*, India, 1985.

Bachelor of Commerce (BCom Honors): Undergraduate Honors Degree in Commerce, *St Xavier's College, University of Calcutta*, India, 1983.

ACADEMIC APPOINTMENTS

2023–2028: *UCalgary Research Excellence Chair (Tier1)*, Haskayne School of Business, University of Calgary.

2014–Present: *Full Professor of Marketing*, Haskayne School of Business, University of Calgary.

2018-2021: *Haskayne Research Professor*, Haskayne School of Business, University of Calgary.

2013-2016: *CCAL Research Fellow*, Haskayne School of Business, University of Calgary.

2013-2015: *Research Director*, Marketing/Entrepreneurship, Haskayne School of Business, University of Calgary.

2002-2005: *Area Chair of Marketing*, Haskayne School of Business, University of Calgary.

2002-2014: *Associate Professor of Marketing* (Tenured), Haskayne School of Business, University of Calgary.

1998-2002: *Associate Professor of Marketing* (Tenured), Kenneth Levene Graduate School of Business, University of Regina, Saskatchewan.

1993-1998: *Assistant Professor of Marketing*, Kenneth Levene Graduate School of Business, University of Regina, Saskatchewan.

1989-1993: Instructor of Marketing: College of Management, Georgia Institute of Technology, Atlanta, Georgia.

INDUSTRY EXPERIENCE

Personnel Officer, *Tata Iron and Steel Company Limited*, India, 1985-1987.

Management Research Trainee, *Union Carbide (India) Limited*, Calcutta, India, 1984.

TEACHING EXPERIENCE

1. *PhD Program*: (1) Multivariate Statistics (MGST 797.25); (2) Philosophy of Marketing (MKTG 799.01)

2. *MBA & Alberta-Haskayne EMBA Program*: (1) International Marketing (MKTG 795¹/ADMN 841); (2) Strategic Marketing (MGMT 6305/ADMN 840); (3) Marketing Research (ADMN 845); (4) Research Methods (ADMN 838); (5) Marketing Management (ADMN 710); (6) Relationship Marketing (MGST 797.67)

3. *BCom Program*: (1) International Marketing (MKTG 467/ADMN 415); (2) Consumer Behavior (MKTG 483/MGMT 4331); (3) Marketing Research (MGMT 3310/ADMN 413); (4) Strategic Marketing (ADMN 310)

TEACHING INTERESTS

Marketing:

International/Global Marketing

Customer Relationship Marketing

Marketing Management & Strategy

Consumer Behavior

Research & Statistical Methods:

Marketing Research & Analysis

Multivariate Statistical Methods

Structural Equations Modeling

Experimental Designs

PhD COURSEWORK

Marketing: Marketing Research; Marketing Analysis; Marketing Models; Artificial Intelligence in Marketing; International Marketing; Marketing Strategy; Doctoral Seminars in Marketing.

Psychology: Social Psychology; Cognitive Psychology; Psychometric Theory; Individual Differences; Personality; Human Decision Making.

Statistics: Multivariate Statistics (I&II); Structural Equations Modeling (SEM); Nonparametric Statistics; Linear Regression; Design of Experiments; Sampling Techniques.

VISITING PROFESSORSHIPS

Visiting Professor of Marketing, *Nanyang Business School*, NTU, Singapore, July 2015.

Visiting Professor of Marketing, *Indian Institute of Management*, Calcutta, India, July 2015.

Visiting Professor of Marketing, *Pontificia Universidad Católica de Peru*, Lima, Peru, July 2010.

Visiting Professor of Marketing, *Vienna University of Economics & Business Administration (WU-Wien)*, Vienna, Austria, July 2008.

Visiting Professor of Marketing, Graduate School of Business & Economics, *Sharif University of Technology*, Tehran, Iran, July to August 2005.

Visiting Professor of Marketing, Scheller College of Business, *Georgia Tech*, Atlanta, Georgia, USA, 2000-2001.

¹MKTG & MGST courses taught at the *University of Calgary*, ADMN courses taught at the *University of Regina*, and MGMT courses taught at *Georgia Tech*. MKTG 795 taught at both MBA & EMBA programs.

RESEARCH INTERESTS

- (1) *Global Marketing & International Business*: Firm internationalization process, foreign market entry & exit strategies, cross-cultural marketing research, political risk.
- (2) *Marketing Ethics*: Ethical climate, privacy & justice in exchange relationship, firm reputation.
- (3) *Consumer Psychology & Relationship Marketing*: Consumer judgment and decision making, service science, customer relationship marketing.
- (4) *Statistical Methods*: Multivariate statistics, conjoint analysis, structural equation modeling, psychometric theory & measurement, dynamic factor analysis.

BEST PAPER AWARDS

- (1) *Temple/AIB Best Paper Award Finalist*, 2018 *Academy of International Business (AIB) Conference* Minneapolis, Minnesota.
- (2) *Best-In-Track Paper Award in Branding and Brand Management Track*, 2015 *American Marketing Association (AMA) Conference* Chicago, Illinois.
- (3) *Best-In-Track Paper Award in CRM and Relationship Marketing Track*, 2013 *American Marketing Association (AMA) Conference* Boston, Massachusetts.
- (4) *Hans B. Thorelli Best Paper Award in International Marketing*, 2004 *American Marketing Association Conference (AMA)* Boston, Massachusetts.
- (5) *William R. Darden Best Paper Award in Research Methodology*, 2000 *Academy of Marketing Science (AMS) Conference* Montreal, Quebec.
- (6) *ANBAR Citation of Excellence* for the paper, "Methodological Issues in Cross-Cultural Marketing Research: A State-of-the-Art Review," *International Marketing Review*, 13(5), 1996.

HONORS AND AWARDS

- (1) *Tier 1 UCalgary Research Excellence Chair*, 2023-2028
- (2) *SSHRC Insight Grant*, National Competition Ranked # 1 in Business (Stream A), April 2020.
- (3) Outstanding Reviewer Award (Top 10th Percentile), *Journal of Business Research*, 2018.
- (4) *Haskayne Research Professorship*, 2018-2021.
- (5) Top 10 Most Cited Article (Ranked #4) in *Information Systems Research* (Google Scholar Count: 4000+ as of January 2024) at the Haskayne School of Business.
- (6) Top 10 Most Cited Article (Ranked #10) in *International Marketing Review* (Google Scholar Count: 800+ as of January 2024).
- (7) Top 10 Most Cited Faculty (Ranked #8) consistently at Haskayne School of Business.
- (8) *CCAL Research Fellow*, 2013-2016, Haskayne School of Business.
- (9) *Most Prolific Scholar in International Business (IB) Research* (Top 5 percent) compiled by Cavusgil, Griffith, and Xu (2005), Michigan State University, based on research productivity in the top 5 IB journals (*JIBS*, *MIR*, *IMR*, *JIM*, and *JWB*) for the period 1996-2005.
- (10) *Most Prolific Scholar in International Business (IB) Research* (Top 5 percent) for articles published in *International Marketing Review* compiled by Xu, Yalcinkaya, and Seggie (2008), published in *Asia Pacific Journal of Management*, 25, pp. 189-207 for the period 1996-2006.
- (11) *Dean's Award for Outstanding Research Achievement* (Honorable Mention) 2004, HSB/UC.
- (12) *Dean's Recognition for Outstanding Scholarship* (2000-2001), Georgia Tech, USA.

HONORS AND AWARDS (CONT)

- (13) *Saskatchewan Wheat Pool Research Professorship Award* (1997-2000), University of Regina, Saskatchewan.
- (14) Nominee: *Alumni Association Award for Research Excellence* 1998, University of Regina.
- (15) Nominee: *Vice-President Membership (Canada)*, Academy of Marketing Science 1997.
- (16) *Manitoba International Marketing Competition (MIMC) Award*, University of Manitoba. Faculty Advisor: First Prize Winner, 1997, Second and Third Prize Awards in 1995 & 1996.
- (17) Fellow, *AMA Doctoral Consortium*, Michigan State University, 1992.
- (18) Full Scholarship: MBA (*Stromme Memorial Scholarship*) and PhD (*Georgia Tech*).

RECOGNITIONS

- *Albert Nelson Marquis 'Lifetime Achievement Award'*, (2017) New Jersey, USA.
- Recognition Award for 15 Years of Service at the University of Calgary (2017).
- Listed in *Marquis 'Who's Who in the World'* [since 2009, 26th Edition] New Jersey, USA.
- Listed in *Marquis 'Who's Who in America'* [since 2006–2007] New Jersey, USA.
- Listed in *Canadian Who's Who* [2004–To Current], University of Toronto Press, Canada.
- Citation of Journal Articles on Business Ethics at the University of Calgary Database listed in *Beyond Grey Pinstripes 2003 – Aspen Institute and World Resources Institute*.
- Lifetime Member, *Beta Gamma Sigma* and *Alpha Mu Alpha*.

RESEARCH GRANTS

Total Research Grant Received: \$615,000+:

- *Tier1 UCalgary Research Excellence Award*: [2023-2028]–\$30,000 x 5=\$150,000.
- *VP Research Catalyst Grant*, University of Calgary: [2021]–\$15,300.
- *SSHRC Insight Grant*: [2020-2023]–\$75,176.
- *Global Business Futures Initiative (GBFI) Research Grant*, HSB/UC: [2020-2022]–\$15,144 & *COVID Business Seed Grant*, HSB/UC: [2020]–\$1500.
- *Haskayne Research Professorship Grant*: [2018]–\$40,000.
- *National Center for Middle Market Research Grant*, Fisher College of Business, Ohio State University: [2018]–USD 30,000.
- *Haskayne Endowment Excellence Award*: [2004/2010/2015/2017]–\$20,000.
- *Canadian Center for Advanced Leadership Research Grant*: [2013-2016]–\$30,000.
- *SSHRC Research Grant (Inter-Disciplinary)*: [2006], Phase I Research Grant–\$20,000.
- *SSHRC Research Grant*: [2002]–\$49,633.
- *Dean's Research Grant*, Haskayne School of Business: [2002]–\$30,000.
- *Kahanoff Foundation Research Grant*, Queens University: [2000]–\$15,000.
- *SSHRC Research Grant 4A*–[2001 (June)]–\$5,000.
- *Sabbatical Research Grant*, [2000 (June)]–\$3,000.
- *Saskatchewan Wheat Pool Professorship Award*, University of Regina: [1997/1999]–\$8,000.
- *Saskatchewan Health Research Grant*, University of Regina: [1994]–\$130,000.

JOURNALS (SPECIAL ISSUE) EDITED

- (1) Malhotra, Naresh K. and James Agarwal (2019), Co-Editor/Managing Editor, *Ethics and Morality in Customer-Brand Relationships*, *Journal of Business Research*, 95(2), pp. 392-552.
- (2) Dhruv Grewal, Gopal Das, James Agarwal, Mark T. Spence, & Dinesh Gauri (2021), Co-Editor, *Retailing and Emergent Technologies*, *Journal of Business Research*, 134(6).

BOOKS

(1) Agarwal, James (2011): *Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques*, in “Legends in Marketing: Naresh K. Malhotra”, Volume Editor, Vol. 1, 269 pages, Sage Publication. ISBN Number: 978-81-321-0517-6 (Hard Bound).

- This is Volume 1 of 9 Volume Series edited by Series Editor Jagdish N. Sheth, Emory University Atlanta, GA, USA. Notable contributors to Volume 1 include Wayne DeSarbo, Joel Huber, Arun K. Jain, and Vithala Rao.

(2) Agarwal, James and Terry Wu (2018), *Emerging Issues in Global Marketing: A Shifting Paradigm*, Book Co-Editor: Springer International Publishing AG, Springer Nature, Switzerland, 374 pages. ISBN Numbers: 978-3-319-74128-4 (Hard Bound); 978-3-319-74129-1 (eBook).

- Book Endorsements provided by Alain Verbeke, Constantine S. Katsikeas, and John B. Ford.

(3) Malhotra, Naresh K. and James Agarwal (2021), *Customer Relationship Marketing: Theoretical and Managerial Perspectives*, World Scientific Publishing, New Jersey, USA, 372 pages. ISBN Numbers: 978-1-944659-71-4 (Hardcover); 978-1-944659-74-5 (Softcover); 978-1-944659-73-8 (eBook).

- Supplementary materials include Detailed Instructor Manual, PP Slides with Video Links, Test Bank (TIF), and Harvard/Ivey Cases. The book is geared primarily for MBA/EMBA/Executive program. Book Endorsements provided by Ruth N. Bolton, O.C. Ferrell, Linda L. Price, Jagdish N. Sheth, & David W. Stewart.

RESEARCH IMPACT (METRICS)

Total Citation Count:

Google Scholar (January 15, 2024): 8700+; H-Index: 26; I10-Index: 39; and G-Index: 78

Source: Google Scholar <http://scholar.google.ca/citations?user=qGIVnssAAAAJ>

Semantic Scholar (January 15, 2024): Publications 83; H-Index: 25; Citations: 5,608; Highly Influential Citations: 510; Citing Authors: 9200+; Referenced Authors: 3,465; Co-Authors: 46.

Source: <https://www.semanticscholar.org/author/James-Agarwal/2336236>

PEER-REVIEWED PUBLICATIONS

1. Zeng, Xianfang, James Agarwal, and Mehdi Mourali, (2023), “A Resource-Based Perspective of Customer Engagement Behaviors: A Typology, Conceptual Framework, and Research Avenues,” *AMS Review*, (Forthcoming).
2. Agarwal, James, Gopal Das, and Mark Spence (2022), “Online Group Buying Behavior: A Study of Experiential Versus Material Purchases” *Psychology & Marketing*, 39(10), 1946-1963.
3. Lukoianove, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2022), “Modeling a Country’s Political Environment Using Dynamic Factor Analysis (DFA): A New Methodology for IB Research,” *Journal of World Business*, 57(5), 101313.
4. Das, Gopal, Mark T. Spence, James Agarwal (2021), “Social Selling Cues: The Dynamics of Posting Numbers Viewed and Bought on Customers’ Purchase Intentions” *International Journal of Research in Marketing*, 38(4), December, pp. 994-1016.
5. Grewal, Dhruv, Dinesh Gauri, Gopal Das, James Agarwal, and Mark T. Spence (2021), “Retailing and Emergent Technologies” *Journal of Business Research*, 134(September), pp. 198-202.

PEER-REVIEWED PUBLICATIONS (CONT)

6. Agarwal, James and Oleksiy Osiyevskyy (2021), "Organizational Reputation for Customers: Key Insights on Leveraging Reputation in Global Markets," *AIB Insights*, 21(3), pp.1-7.
7. Ho, Dixon H., Oleksiy Osiyevskyy, James Agarwal, and Sadat Reza (2020), "Does Ambidexterity in Marketing Pay-Off? The Contingent Role of Absorptive Capacity," *Journal of Business Research*, 110(March), pp. 65-79.
8. Das, Gopal, James Agarwal, Naresh K. Malhotra, and Geetika Varshneya (2019), Does Brand Experience Translate into Brand Commitment? A Mediated-Moderation Model of Brand Passion and Perceived Brand Ethicality," *Journal of Business Research* 95(February), pp. 479-490.
9. Agarwal, James and Naresh K. Malhotra (2019), "Reflections on the State-of-the-Art in Ethics and Morality in Customer-Brand Relationships: Directions for Future Research," *Journal of Business Research*, 95(February), pp. 392-400.
10. Agarwal, James, Madelynn Stackhouse, and Oleksiy Osiyevskyy (2018), "I Love That Company: Look How Ethical, Prominent, and Efficacious It Is: A Triadic Organizational Reputation (TOR) Scale," *Journal of Business Ethics*, 153(3), pp. 889-910.
11. Ndubisi, Nelson O., Naresh K. Malhotra, Celine M. Capel, James Agarwal, Elsa Satkunasingam, Gibson C. Ndubisi, and Ashutosh Patil, (2016), "Long-Term Oriented Marketing Relationships and Ethical Conduct in Outsourcing Sector," *Psychology & Marketing*, 33(5), pp. 372-388.
12. Agarwal, James, Wayne S. DeSarbo, Naresh K. Malhotra, and Vithala R. Rao (2015), "An Interdisciplinary Review of the Research in Conjoint Analysis: Recent Developments and Directions for Future Research," *Customer Needs and Solutions*, 2(1), pp. 19-40.
13. Agarwal, James and Terry Wu (2015), "Factors Influencing Growth Potential of E-Commerce in Emerging Economies: An Institution-Based N-OLI Framework," *Thunderbird International Business Review*, 57(3), pp. 197-215.
14. Agarwal, James, Osiyevskyy, Oleksiy, and Percy M. Feldman (2015), "Corporate Reputation Measurement: Alternative Factor Structures, Nomological Validity, and Organizational Outcomes" *Journal of Business Ethics*, 130(2), pp. 485-506.
15. Ndubisi, Nelson O. and James Agarwal (2014), "Quality Performance of SMEs in a Developing Economy: Direct and Indirect Effects of Service Innovation and Entrepreneurial Orientation," *Journal of Business and Industrial Marketing*, 29(6), pp. 454-468 (***Lead Article**).
16. Malhotra, Naresh K. (2011), *Review of Marketing Research*, Special Issue-Marketing Legends, Volume 8, pp. 159-207. Several of my key papers with Naresh K. Malhotra have been summarized in this volume. These include papers in International and Cross-Cultural Marketing and Marketing/MIS Interface.
17. Agarwal, James, Naresh K. Malhotra, and Ruth N. Bolton (2010), "A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers' Perceived Service Quality," *Journal of International Marketing*, 18(3), pp. 18-40.
18. Malhotra, Naresh K., James Agarwal, and Nelson O. Ndubisi (2010), "What are Your Customers Saying About You" *Marketing Research*, AMA Publication, 22(4), pp. 20-25. [Google Citation: 13] Re-Printed in *Harvard-Deusto Business Review*, July-August 105, 2011, pp. 6-13.

PEER-REVIEWED PUBLICATIONS (CONT)

19. Agarwal, James, David C. Malloy, and Ken Rasmussen (2010), "Ethical Climate in Government and Nonprofit Sectors: Public Policy Implications for Service Delivery," *Journal of Business Ethics*, 94(1), pp. 1-21. (***Lead Article**).
20. Willness, Chelsea, Katherine White, and James Agarwal (2010), "Examining a Four-Component Model of Consumer Identification Experiences," *Advances in Consumer Research*, 37, pp. 928-929.
21. Malhotra, Naresh K., Nelson O. Ndubisi, and James Agarwal (2008), "Public versus Private Complaint Behavior and Customer Defection in Malaysia: Appraising the Role of Moderating Factors," *ESIC Market: Economic and Business Journal*, September-December, 131, pp. 27-59. [Google Citation: 26] Re-Printed in *Spanish Edition*, September-December 2008, pp. 593-627.
22. Malhotra, Naresh K., Sung Kim, and James Agarwal (2007), "Internet Users Internet Privacy Concerns: The Construct, the Scale, and a Causal Model" (*ISR 2004*) reprinted in (Ed) Naresh K. Malhotra, *Fundamentals of Marketing Research*, Volume 4, Sage Publications.
23. Agarwal, James and Dorothee Feils (2007), "Political Risk and the Internationalization of Firms: An Empirical Study of Canadian-based Export and FDI Firms," *Canadian Journal of Administrative Sciences*, 24(3), pp. 165-181.
24. Winzar, Hume, James Agarwal, Barbara Khalifa, and Liane Ringham (2007), "Predictive Validity of Conjoint Analysis Results based on Best-Worst Scaling compared with Results based on Ranks Data," *Proceedings of the Australian New Zealand Marketing Association Conference (ANZMAC)*, pp.801-806, University of Otago, New Zealand.
25. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, G. Shainesh and Lan Wu (2005), "Dimensions of Service Quality in Developed and Developing Economies: Multi-Country Cross-Cultural Comparisons," *International Marketing Review*, 22 (3), pp. 256-278 (***Lead Article**).
26. Agarwal, James and Naresh K. Malhotra (2005), "An Integrated Model of Attitude and Affect: Theoretical Foundation and an Empirical Investigation," *Journal of Business Research*, 58(4), pp. 483-493.
27. Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Causal Model," *Information Systems Research*, 15(4), pp. 336-355. ***Top 12 Most Cited Paper Published in ISR**.
28. Agarwal, James and Terry Wu (2004), "China's Entry to WTO: Global Marketing Issues, Impact, and Implications," *International Marketing Review*, 21(3), pp. 279-300.
29. Malhotra, Naresh K., James Agarwal, and Francis M. Ulgado (2003), "Internationalization and Entry Modes: A Multi-Theoretical Framework and Research Propositions," *Journal of International Marketing*, 11(4), pp. 1-31 (***Lead Article**). ***Winner of the Hans B. Thorelli Best Paper Award**.
30. Malloy, David C. and James Agarwal (2003), "Factors Influencing Ethical Climate in a Non-Profit Organization: An Empirical Investigation," *International Journal of Non-Profit and Voluntary Sector Marketing*, 8(3), pp. 224-250.
31. Rasmussen, Ken, David C. Malloy, and James Agarwal (2003), "The Ethical Climate of Government and Non-Profit Organizations: Implications for Public-Private Partnerships," *Public Management Review*, 5(1), pp. 83-97.

PEER-REVIEWED PUBLICATIONS (CONT)

32. Agarwal, James, Naresh K. Malhotra, and Terry Wu (2002), "Does NAFTA Influence Mexico's Product Image? A Theoretical Framework and an Empirical Investigation in Two Countries," *Management International Review*, 42(4), pp. 441-471.
33. Malhotra, Naresh K. and James Agarwal (2002), "A Stakeholder Perspective on Relationship Marketing: Framework and Propositions," *Journal of Relationship Marketing*, 1(2), pp. 3-37.
34. Agarwal, James and David C. Malloy (2002), "An Integrated Model of Ethical Decision-Making: A Proposed Pedagogical Framework for Marketing Curriculum," *Teaching Business Ethics, Journal of Business Ethics*, 6, pp. 245-268.
35. Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2002), "Information Privacy Concerns in the Technological Age: A Framework and an Empirical Investigation," *Proceedings of the Conference on Marketing of Technology-Oriented Products and Services*, Bangalore, India.
36. Malloy, David C. and James Agarwal (2001), "Factors Influencing Ethical Climate in a Non-Profit Organization: Research Propositions," *Non-Profit Management and Leadership*, 12(1), September, pp. 39-54.
37. Malloy, David C. and James Agarwal (2001), "Differential Association and Role-Set Configuration: The Impact of Significant Others upon the Perception of Ethical Climate in a Sports Organization," *Journal of Sport Management*, 15(3), July, pp. 195-218.
38. Malhotra, Naresh K. and James Agarwal (2000), "Ethics in Marketing Research: Current Issues and Suggested Guidelines," *Bulletin of Economic Studies*, 55(171), pp. 525-541.
39. Agarwal, James and David C. Malloy (2000), "The Role of Existentialism in Ethical Business Decision-Making," *Business Ethics: A European Review*, 9(3), pp. 143-154.
40. Agarwal, James and David C. Malloy (1999), "Ethical Climate Dimensions In A Not-For-Profit Organization - An Empirical Study," *Journal of Business Ethics*, 20(1), pp. 1-14 (***Lead Article**).
41. Agarwal, James and Collin Carbno (1998), "The Laws of Choice: Predicting Customer Behavior," *Journal of Marketing Research*, 35(4), pp. 502-503.
42. Malhotra, Naresh K., James Agarwal, and Imad Baalbaki (1998), "Heterogeneity of Regional Trading Blocs and Global Marketing Strategies: A Multicultural Perspective," *International Marketing Review*, 15(6), pp. 476-506.
43. Malhotra, Naresh K., James Agarwal, and Mark Peterson (1996), "Methodological Issues in Cross-Cultural Marketing Research: A State-of-the-Art Review," *International Marketing Review*, 13(5), pp. 7-43, (***Lead Article**). ***Winner of the ANBAR Citation of Excellence: Highest Quality Rating**.
44. Malhotra, N. K. and Agarwal, J. (1996), "The Differential Role of Attitude and Affect in Predicting Consumer Choice," in Christine Rowland Levy, Ed., *Social and Economic Representations: Universite' Rene' Descartes, Paris V*, p. 431.
45. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad Baalbaki (1994), "International Services Marketing: A Comparative Evaluation of the Dimensions of Service Quality between Developed and Developing Countries," *International Marketing Review*, 11(2), pp. 5-15, (***Lead Article**).

REFEREED PUBLICATIONS (CONT)

46. Malhotra, Naresh K., James Agarwal, Gina Miller, and Chulwan Kim (1993), "Approaches to Modeling Consumer Attitude, Preference, and Choice in Marketing Research: Review and Implications," *Proceedings of the International Association for Research in Economic Psychology (IAREP)*, 18(2), Moscow, Russia.
47. Agarwal, James (1992), "Adapting the SERVQUAL Scale to Hospital Services: An Empirical Investigation." Abstract appeared in *Journal of Health Care Marketing*. Original article by Emin Babakus and Glynn W. Mangold, *Health Services Research*, 26(6), 1992.
48. Agarwal, James (1992), "The Effect of Chain Ownership on Nursing Home Costs," Abstract appeared in *Journal of Health Care Marketing*, 12(1). Original article by Niccie L. McKay, *Health Services Research*, 26, April 1991.
49. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad B. Baalbaki (1992), "The Globalization Process: Opportunities and Threats to Developing Countries," *Interfaces*, 1(1), *Proceedings of the Faculty of Management Studies, University of New Delhi, India*.
50. Agarwal, James (1992), "Measuring Outcomes of Hospital Care Using Multiple Risk-Adjusted Indexes." Abstract appeared in *Journal of Health Care Marketing*. Original article by Susan DesHarnais, Laurence F. McMahon Jr., and Roger Wroblewski, *Health Services Research*, 26(4), 1991
51. Malhotra, Naresh K., Imad Baalbaki, James Agarwal, John R. McIntyre (1992), "EC: One Market or Many: An Assessment of the Degree of Homogeneity within the European Community," *Journal of EuroMarketing*, 2(1), pp. 69-97.
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WORK-IN-PROGRESS & NEW PROJECTS

Several manuscripts are in resubmission & different stages of work-in-progress. Recent and ongoing projects are in (a) political risk & uncertainty in IB; (b) firm resilience and exit strategy during exogenous shocks; (c) customer relationship marketing; (d) organizational reputation, (e) service science & customer waits, and (f) sustainable marketing. Details are available upon request.

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84. Agarwal, James and Dorothee Feils (1998), "Determinants of the Political Risk Function: An Analysis of Canadian Exporters," *Administrative Sciences Association of Canada (ASAC) Annual Conference*, University of Saskatchewan, Saskatoon, Canada, May 30-June 2, 1998.
85. Malloy, David C. and James Agarwal (1998), "Ethical Work Climates in Sport Organizations," *6th International Congress on Physical Education and Sport Conference*, Democritus University of Thrace, Komotini, Greece, May 22-24, 1998.
86. Agarwal, James and Dorothee Feils (1997), "Political Risk Assessment: An Exploratory Study of Canadian Exporting Firms," *Twenty Third European International Business Academy (EIBA) Annual Conference*, University of Hohenheim, Stuttgart, Germany, December 14-16, 1997.
87. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "An Integrated Model of the Globalization Process," *Second Annual Asian Association of Management (AAM) Conference*, University Science Malaysia, Penang, Malaysia, December 12 & 13, 1997.
88. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "Strategic Role of Segmentation in International Marketing: Penetrating Regional Trading Blocs," keynote address, *Eighth Bi-Annual World Marketing Congress Academy of Marketing Science (AMS) and Universiti Pertanian Malaysia*, Selangor, Malaysia, June 24-27, 1997.
89. Agarwal, James, Terry Wu, and Naresh K. Malhotra (1997), "The Impact of NAFTA on Mexico's Country Image: A Comparative Analysis of the U.S. and Canada," *Twenty-Sixth Annual Meeting of the Western Decision Sciences Institute (WDSI)*, Hawaii, USA, March 25-29, 1997.
90. Malhotra, Naresh K., James Agarwal, and Imad B. Baalbaki (1997), "Global Marketing Strategies in an Era of Regional Trading Blocs," keynote address, *Global Marketing Conference on Architecting the Global Village: Perspectives, Problems, and Prospects Administrative Staff College (ASC)*, Hyderabad, India, in collaboration with the Academy of Marketing Science (AMS), January 3-5, 1997.
91. Malhotra, Naresh K. and James Agarwal (1997), "Multidimensional Scaling Methodology for New Product Development: The State of the Art," *Deusto University*, Bilbao, Spain, January 15, 1997.
92. Malhotra, Naresh K. and James Agarwal (1997), "Conducting Research across National Boundaries: Guidelines for Marketing Researchers," *Deusto University*, Bilbao, Spain, January 10, 1997.

CONFERENCE PRESENTATIONS (CONT)

93. Malhotra, Naresh K., James Agarwal (1996), "Differential Role of Affect and Attitude in Predicting Consumer Intention and Choice," *International Association for Research in Economic Psychology (IAREP) 21st Annual Colloquium*, Paris, France, September 12-15, 1996.
94. Malhotra, Naresh K., James Agarwal (1996), "Methodological Issues in Cross-Cultural Marketing Research: A State-of-the-Art Review," *University of Southern Queensland*, Australia, September 1996.
95. Malloy, David C. and James Agarwal (1996), "Ethical Decision-Making in Organizations: A Proposed Pedagogical Framework in a Marketing Curriculum," *Canadian Society for the Study of Practical Ethics (CSSPE) Learneds Conference* Brock University, Ontario, Canada, May 27-29, 1996.
96. Malhotra, Naresh K., Mark Peterson, James Agarwal, and Imad B. Baalbaki (1995), "Overcoming a Significant Barrier to International Marketing Research by Using Valid and Reliable Secondary Data," *International Conference on Globalization and the Market Economy: The Challenge of Change, Faculty of Management Studies (FMS), University of Delhi*, New Delhi, India, December 28-30, 1995.
97. Agarwal, James, Terry Wu, and Naresh K. Malhotra (1995), "The Impact of NAFTA on Consumers' Perception and Purchase Intention of Mexican-Made Product: A Comparative Analysis of the U.S. and Canada," *Seventh Bi-Annual World Marketing Congress Academy of Marketing Science (AMS) and Monash University*, Melbourne, Australia, July 6-10, 1995.
98. Agarwal, James, Terry Wu, Naresh K. Malhotra, and Geon Cheol Shin (1995), "The Impact of NAFTA on Mexico's Country Image: A Comparative Analysis of Consumers' Attitude and Perception from Member and Non-member Countries," *American Marketing Association - Korean Marketing Association (AMA-KMA) Conference*, Seoul, South Korea, May 10-13, 1995.
99. Malloy, David C. and James Agarwal (1995), "Ethical Work Climates in Provincial Sport Organizations," *SPEA/CAHPERD Annual Conference*, University of Saskatchewan, Saskatoon, Saskatchewan, Canada, May 10-13, 1995.
100. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad B. Baalbaki (1993), "International Services Marketing: A Comparative Evaluation of the Dimensions of Service Quality Between Developed and Developing Countries," *Sixth Bi-Annual World Marketing Congress Academy of Marketing Science (AMS)*, Istanbul, Turkey, July 15-19, 1993.
101. Malhotra, Naresh K., Francis M. Ulgado, James Agarwal, and Imad B. Baalbaki (1992), "Strategic Alliances: Their Role in International Marketing," *Markets and Marketing in Russia Conference* Moscow, Russia, October 1992.

CONFERENCE TRACK CHAIR, SESSION CHAIR & DISCUSSANT

I have served as track chair, session chair, and discussant in several conferences. Examples include: *Emerging Markets Conference Board Annual Conference*, IMT, New Delhi, India 2019; New Delhi, India 2017; Bangkok, Thailand 2016; Dubai, UAE 2015. *Academy of International Business Conference*, Istanbul, Turkey 2013. *Academy of Marketing Science Annual Conference*, Lake Buena Vista, Florida 2016; New Delhi, India 2009; Vancouver, BC 2004; Sanibel Island, Florida 2002; Montreal, Quebec 2000. *Society for Marketing Advances Conference*, St Petersburg, Florida 2008; Atlanta, Georgia 1999. *Institute for Operations Research and Management Science (INFORMS) Conference*, Tel-Aviv, Israel 1998.

CONFERENCE REVIEWER

I have reviewed for several conferences Some examples include: *Academy of International Business* Conference, Copenhagen, Denmark 2019; Dubai, UAE 2017; Bangalore, India 2015; Vancouver, BC 2014; Washington DC 2012; Nagoya, Japan 2011. *American Marketing Association*, Atlanta, GA 2016; San Francisco, CA 2014. *Academy of Marketing Science* Conference, Seoul, S. Korea 2006; Cardiff, Wales June 2001; Montreal, Quebec 2000, 1998. *Administrative Sciences Association of Canada* Conference, Toronto, Ontario 2005; Halifax, Nova Scotia 2003; Winnipeg, Manitoba 2002; London, Ontario 2001; Saskatoon, Saskatchewan 1998.

JOURNAL REVIEWER

Regular Reviewer: Journal of International Marketing; International Marketing Review; Journal of the Academy of Marketing Science; Journal of Business Ethics; Journal of Business Research; Journal of Service Research.

Ad-Hoc Reviewer: Journal of Marketing Research; MIS Quarterly; Journal of Management Studies; European Journal of Marketing; Psychology & Marketing; Canadian Journal of Administrative Sciences; Review of Marketing Research.

EDITORIAL REVIEW BOARD

Editorial Board Member: *Journal of International Marketing* (2015 – Present); *International Marketing Review* (2013 – Present); *International Journal of Emerging Markets* (2012 – Present) Member: Centre for Marketing in Emerging Economies, *Indian Institute of Management, Lucknow*, India, (2014 – Present); Research Fellow: National Center for Middle Market, *Fisher College of Business, Ohio State University, USA*, (2018 – Present).

GRADUATE SUPERVISION

- Steven Chou (Operations & Supply Chain): *PhD Candidacy Exam Committee*, 2022, Haskayne School of Business, University of Calgary.
- Dallas Novakowski (Marketing): *PhD Supervisory Committee*, 2019-2022, Haskayne School of Business, University of Calgary.
- Vaarun Vijairaghavan (Business Technology Management): *PhD Candidacy Exam Committee*, 2018, Haskayne School of Business, University of Calgary.
- Yizhe Lin (Marketing): *PhD Supervisor*, 2014-2021, Haskayne School of Business, University of Calgary.
- Mohammad Farrokhi Khaneghah (Marketing): *PhD Supervisor*, 2013-2015, Haskayne School of Business, University of Calgary.
- Prakash Das (Marketing): *PhD Supervisor*, 2007-2014, Haskayne School of Business, University of Calgary.
- Xianfang Zeng (Marketing): *PhD Supervisory Committee*, 2015-2020, Haskayne School of Business, University of Calgary.
- Daniel Sun (Marketing): *PhD Supervisory Committee*, 2016-2018, Haskayne School of Business, University of Calgary.
- Oleksiy Osiyevskyy (Entrepreneurship): *PhD Supervisory Committee*, 2012-2014, Haskayne School of Business, University of Calgary.

GRADUATE SUPERVISION (CONT)

- Hossein Mahdavi (Entrepreneurship): *PhD Supervisory Committee*, 2013-Current, Haskayne School of Business, University of Calgary.
- Xiaoyu Liu (Strategy): *PhD Candidacy Exam Committee*, 2011, Haskayne School of Business, University of Calgary.
- Uthpala S. Tennakoon (HROD): *PhD Candidacy Exam Committee*, 2009, Haskayne School of Business, University of Calgary.
- Stephen Pieroway: MBA Thesis (Marketing) *Supervisor*: 2003-2005, Graduated November 2005, Haskayne School of Business, University of Calgary.
- Diane L. LaChapelle (Psychology): *PhD Supervisory Committee*, University of Regina, February 2000, Department of Psychology, University of Regina, Saskatchewan.
- Daniel Hemingway (Engineering): *Masters' Supervisory Committee*, Faculty of Engineering, University of Regina, Saskatchewan, August 5, 1998, Supervisor Dr. Jack Katzberg.
- D. Brock Barber (Computer Science): *Masters' Supervisory Committee*, Computer Science, University of Regina Saskatchewan, March 21, 1997, Supervisor: Dr. H. J. Hamilton.

MANAGEMENT CONSULTING & LECTURES

- University of Calgary “*Better Way for Companies to Sharpen Competitive Edge through Marketing*”: UCalgary News, July 7, 2021.
- China Petroleum & Pipeline Engineering Company “*Global Marketing Strategies Seminar*”: Calgary, Alberta, November 4-6 & 10-11, 2017.
- Agricultural Bank of China (ABC) Management Delegation “*Current Issues in Global Marketing*”: Talk at the University of Regina, November 24, 1998.
- Distinguished Scholar Lecture Series. “*Marketing in the 21st Century: Issues, Challenges, and Opportunities for Canada*”: Public Talk at the University of Regina, September 9, 1998.
- Saskatchewan Telecommunications (SaskTel) “*A Study of the Long-Distance Telephone Market in Saskatchewan Using Conjoint Analysis*” (June-August 1998): Conducted Marketing Research Project for SaskTel.
- Saskatchewan Telecommunications (SaskTel): Marketing Research Department “*A Survey of Marketing Research Techniques*” (July 1996): Conducted Training Seminar.
- Saskatchewan Power (Sask Power): Marketing Department “*Marketing Concepts & Application*” (January 1997): Conducted Training Seminar.
- City of Regina “*Baseline Retail Market Study*,” (Fall 1997) - Conducted a Market Study for the City of Regina. Interviewed by CKCK TV - Channel 6 (City of Regina) on Marketing Strategies in the Changing Retail Industry.
- Saskatchewan Health Research Project (July 1994) – Conducted Marketing Research Project on “*Marketing Potential of Health Databases and Data Products*,” joint project awarded by the Government of Saskatchewan to University of Regina & University of Saskatchewan.

UNIVERSITY SERVICE

- Member, Faculty Merit Assessment Committee, Haskayne School of Business, University of Calgary 2023.
- Chair, Sub-Committee of EDI-Cluster Hiring, Marketing Area, Haskayne School of Business, University of Calgary 2023.

UNIVERSITY SERVICE (CONT)

- Member of *Tenure & Promotion Committee*, Haskayne School of Business, University of Calgary 2020 & 2021.
- Member of *Recruitment Committee*, Haskayne School of Business, University of Calgary (Behavioral Statistics) 2020.
- Member of *Recruitment Committee*, Haskayne School of Business, University of Calgary (Marketing Area) 2019.
- Member, *Research Strategy Steering Committee*, Advisory Group to Dean, Haskayne School of Business, University of Calgary, 2017 – 2019.
- *Research Director, Marketing & Entrepreneurship Area*, Haskayne School of Business, University of Calgary, 2013 – 2015.
- Member of *Research Directors' Advisory Group* to Associate Dean (Research), Haskayne School of Business, University of Calgary, 2013 – 2015.
- Member, *Graduate Student Advisory Committee (PhD program)*, Haskayne School of Business, University of Calgary, 2011 – Present.
- Member of the *Academic Advisory Group* for the Canadian Centre for Supply Chain Management and Logistics (C-ASL), Haskayne School of Business, 2014 – Present.
- Member, *Recruitment Committee*, Operations & Supply Chain Management Area, Haskayne School of Business, University of Calgary, 2013 – 2014.
- Member, *Recruitment Committee in MIS*, Haskayne School of Business, University of Calgary, 2011 – 2012.
- External Reviewer – *Promotions Committee*, Asper School of Business, University of Manitoba, 2010 & 2021.
- Member, *Graduate Scholarship Committee* (& several sub-committees), Faculty of Graduate Studies, University of Calgary, 2007 – 2010.
- Member, *Dean's Research Advisory Committee*, Haskayne School of Business, University of Calgary, 2003 – 2011.
- Member, *Faculty Promotions Committee*, Haskayne School of Business, University of Calgary, 2004 – 2005; 2012-2013.
- Member (*Chair*) of *Research & Scholarship Leave Committee*, Haskayne School of Business, University of Calgary, 2010 – 2011.
- Reviewer, *Postdoctoral Fellowship Program*, University of Calgary, 2012.
- Neutral Chair for several *PhD Dissertation Defenses* at Haskayne School of Business, University of Calgary (Marketing Area) 2005 – Present.
- *Area Chair of Marketing*, Haskayne School of Business, University of Calgary, 2002 – 2005.
- Member, *University Research Grants Committee*, University of Calgary, 2004 – 2006.
- Member, *Dean's Executive Council Committee*, Haskayne School of Business, University of Calgary, 2002 – 2005.
- *Chair of Recruitment Committee*, Haskayne School of Business, University of Calgary (Marketing Area) 2003 – 2005.

UNIVERSITY SERVICE (CONT)

- Member of the Board of Directors (2000-2003), *Institute for Computational Discovery* (ICD) at the University of Regina, funded by Canada Foundation for Innovation (CFI), Government of Saskatchewan, and Industry.
- Member, *President's Research Advisory Committee*, University of Regina, 1998 – 2000.
- *Research and Publications Coordinator*, Faculty of Administration, University of Regina, 1997 – 2000.
- Member, *Research Ethics Board*, University of Regina, 2001 – 2002.
- Member, *Executive of Council*, University of Regina, 1997 – 1998.
- Member, *Dean's Advisory Committee*, Faculty of Administration, University of Regina, 1995 – 1997, 1999 – 2000.
- Member, *Graduate Program Committee & Studies and Admissions Committee*. Faculty of Administration, University of Regina, 1993-1995, 1997-1998, 2001-2002.
- External Representative, Department of Psychology, University of Regina, 1995 – 2000.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Academy of International Business (AIB)

PERSONAL DATA

- Household Status: Married with four boys (Joel/Joshua/Johan/Joseph)
- Wife: Pritam Agarwal, Teacher @ Calgary Board of Education
- Religion: Christianity
- Country of Birth: India
- Citizenship: Canadian

COMMUNITY INVOLVEMENT

- Member, Centre Street Church (CSC), Calgary, Alberta, September 2002 – Present.
- Member, Board of Governors, Centre Street Church, Calgary, Alberta, July 2023 –
- Member, *Strategic Directions Committee*, CSC, 2006 – 2007 and *Ministry Health Committee* – A Standing Committee of the Board of Governors, 2011- Current.
- Advisory Member of the *Multi-Ethnic Immigrant Ministry* at CSC, 2011-2012.
- Teacher at 'Learning & Growth' Ministries at CSC 2012 – Present.
- Guest Speaker at 'Maranatha Group' at CSC, February 2019, 2020.
- Teacher at the *International Ministry* at First Baptist Church of Atlanta, (Atlanta, Georgia) January – April 2001.
- Member, Deacon, Co-Chair Missions Committee, and Sunday-School Teacher at Hillsdale Baptist Church, Regina, Saskatchewan, January 1994 – June 2002.
- Speaker at IVCF, Power to Change, and Navigators at the University of Calgary.

REFERENCES

Available Upon Request