

JAMES AGARWAL

Dr. James Agarwal is the inaugural **UCalgary Research Excellence Chair** and a **Full Professor of Marketing** at the Haskayne School of Business, University of Calgary. He earned his PhD in Marketing (minor in Statistics) from Georgia Tech. At Haskayne, he previously served as Haskayne Research Professor (2018–2021), CCAL Research Fellow (2013–2016), Research Director (2013–2015), and Chair of the Marketing Area (2002–2005). He is listed in Canadian Who's Who and Marquis Who's Who in America, and received the Albert Nelson Marquis Lifetime Achievement Award in 2017. Since 2024, he has been consistently recognized as a Top Scholar globally (Top 0.5% for lifetime scholarly contributions). His Google Scholar citations exceed 10,700 (as of July 2026).

James has co-authored or edited three books: (1) *Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques* (Sage, 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 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 has served as a Visiting Professor in Austria, India, Iran, Peru, Singapore, and the United States.

James's research spans International Marketing, Consumer Psychology, Ethical and Relational Issues in Marketing, and Statistical Methods. He has published 75 papers in leading refereed journals, proceedings, and book chapters, including *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 Service Research*, *Journal of World Business*, *Management International Review*, and *Psychology & Marketing*. He has presented his work at more than 100 conferences across 25+ countries. James has co-edited two *Journal of Business Research* special issues and serves on the Editorial Review Boards of *Journal of International Marketing* and *International Marketing Review*.

James has received six best paper awards, including the *William R. Darden Award* in Research Methodology, the *Hans B. Thorelli Award* in International Marketing, the *Temple/AIB Best Paper Award* (Finalist) in International Marketing, *ANBAR Citation of Excellence*, and *American Marketing Association Best Paper Awards* in the Customer Relationship Management and Branding & Brand Management tracks. He was recognized as a Top 5% Most Prolific Scholar in International Business Research by Cavusgil, Griffith, and Xu (2005) at Michigan State University, and again ranked in the Top 5% for publications in *International Marketing Review* (1996–2006) by Xu, Yalcinkaya, and Seggie (2008) in the *Asia-Pacific Journal of Management*.

James has earned numerous honors, awards, and competitive research grants totaling more than \$600,000. His work has been funded by SSHRC, the UCalgary Research Excellence Chair Award, the Haskayne Research Professorship Fund, the National Center for the Middle Market (Ohio State University), the Kahanoff Foundation (Queen's University), and Saskatchewan Health. He is also an active member of the American Marketing Association, the Academy of International Business, and the Academy of Marketing Science.

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

The University of Calgary
Haskayne School of Business
2500 University Dr NW
Calgary, Alberta CANADA T2N 1N4
Tel: (403) 220-5577
Fax: (403) 282-0095
Email: james.agarwal@haskayne.ucalgary.ca
Profile: <https://haskayne.ucalgary.ca/research/academic-areas/marketing>
Google Scholar: <http://scholar.google.ca/citations?user=qGIVnssAAAAJ>

Home Address:

5227 Dalcroft Crescent, NW
Calgary, Alberta
CANADA T3A 1N6
Tel: (403) 202-3974

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.
Dissertation Supervisor: Dr. Naresh K. Malhotra

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); (3) Innovation: Marketing & Strategy Perspectives (ENTI 797.4)

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) 2024 *Top Scholar-Lifetime Ranking* (Top 0.5% Global) ScholarGPS (<https://scholargps.com>)
- (2) *Tier 1 UCalgary Research Excellence Chair*, 2023-2028
- (3) *SSHRC Insight Grant*, National Competition Ranked # 1 in Business (Stream A), April 2020.
- (4) Outstanding Reviewer Award (Top 10th Percentile), *Journal of Business Research*, 2018.
- (5) *Haskayne Research Professorship*, 2018-2021.
- (6) Top 10 Most Cited Article (Ranked #4) in *Information Systems Research* (Google Scholar Count: 4600+ as of July 2025) at the Haskayne School of Business.
- (7) Top 10 Most Cited Article (Ranked #10) in *International Marketing Review* (Google Scholar Count: 900+ as of July 2025).
- (8) Top 10 Most Cited Faculty (Ranked #9) consistently at Haskayne School of Business.
- (9) *CCAL Research Fellow*, 2013-2016, Haskayne School of Business.
- (10) *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.
- (11) *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.
- (12) *Dean's Award for Outstanding Research Achievement* (Honorable Mention) 2004, HSB/UC.

HONORS AND AWARDS (CONT)

- (13) *Dean's Recognition for Outstanding Scholarship* (2000-2001), Georgia Tech, USA.
- (14) *Saskatchewan Wheat Pool Research Professorship Award* (1997-2000), University of Regina, Saskatchewan.
- (15) Nominee: *Alumni Association Award for Research Excellence* 1998, University of Regina.
- (16) Nominee: *Vice-President Membership (Canada)*, Academy of Marketing Science 1997.
- (17) *Manitoba International Marketing Competition (MIMC) Award*, University of Manitoba. Faculty Advisor: First Prize Winner, 1997, Second and Third Prize Awards in 1995 & 1996.
- (18) Fellow, *AMA Doctoral Consortium*, Michigan State University, 1992.
- (19) 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.
- 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 (July 1, 2026): 10,700+; H-Index: 29; I10-Index: 45

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

Semantic Scholar (July 1, 2026): Publications 83; H-Index: 27; Citations: 6,455; Highly Influential Citations: 553; Citing Authors: 12,694+; Referenced Authors: 3,688; Co-Authors: 47.

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

PEER-REVIEWED PUBLICATIONS

1. Lin, Yizhe and James Agarwal (2026), “Dual Perspectives of Customer Wait Time Perception: A Conceptual Framework and Meta-Analysis,” *Journal of Service Research*, Forthcoming.
2. Zeng, Xianfang, James Agarwal, and Mehdi Mourali, (2023), “A Resource-Based Perspective of Customer Engagement Behaviors: A Typology, Conceptual Framework, and Research Avenues,” *Academy of Marketing Science (AMS) Review*, 13(3-4), September, pp. 297-319.
3. 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.
4. 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.
5. 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.

PEER-REVIEWED PUBLICATIONS (CONT)

6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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**).
17. 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.
18. 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.

PEER-REVIEWED PUBLICATIONS (CONT)

19. 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.
20. 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**).
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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**).
27. 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.
28. 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**.
29. 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.
30. 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**.
31. 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.

PEER-REVIEWED PUBLICATIONS (CONT)

32. 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.
33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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.
40. 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.
41. 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**).
42. Agarwal, James and Collin Carbno (1998), "The Laws of Choice: Predicting Customer Behavior," *Journal of Marketing Research*, 35(4), pp. 502-503.
43. 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.
44. 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**.
45. 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.
46. 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**).

PEER-REVIEWD PUBLICATIONS (CONT)

47. 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.
48. 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.
49. 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.
50. 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*.
51. 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
52. 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.
53. Agarwal, James (1990), "Product Lines in a Complex Marketplace: Matching Organizational Strategy to Buyer Behavior," Abstract appeared in *Journal of Health Care Marketing*, Volume 10, Number 4, December. Original article by William N. Zelman and Curtis P. McLaughlin, *Health Care Management Review*, 15(2), 1990.

BOOK CHAPTERS

54. Agarwal, James, Wayne S. DeSarbo, Naresh K. Malhotra, and Vithala R. Rao (2026), "An Interdisciplinary Review of the Research in Conjoint Analysis: Recent Developments and Directions for Future Research," (Ed.) Vithala R. Rao, *Applied Conjoint Analysis: From Product and Service Design to Market and Pricing Strategies*, pp. 475-514, Springer Nature.
55. Vaschilko, Tatiana and James Agarwal (2022), "*Key Research Trends and New Research Frontiers in International Business (IB) Scholarship: A Focus on the Asia-Pacific Region*," (Eds.) Terry Wu and Nalin Bu, *International Business in the New Asia-Pacific: Strategies, Opportunities and Threats*, pp. 297-333, Springer.
55. Malhotra, Naresh K. and James Agarwal (2021), "*Introduction to Customer Relationship Marketing*", pp. 1-20, *Customer Relationship Marketing: Theoretical and Managerial Perspectives*, World Scientific Publishing.
56. Malhotra, Naresh K. and James Agarwal (2021), "*Customer Relationship Marketing: Theories, Models, and Frameworks*", pp. 21-50, *Customer Relationship Marketing: Theoretical and Managerial Perspectives*, World Scientific Publishing.
57. Malhotra, Naresh K. and James Agarwal (2021), "*Building Business-to-Business (B2B) Relationships*", pp. 51-104, *Customer Relationship Marketing: Theoretical and Managerial Perspectives*, World Scientific Publishing.

BOOK CHAPTERS (CONT)

58. Malhotra, Naresh K. and James Agarwal (2021), "*Building Business-to-Customer (B2C) Relationships: Purchase and Non-Purchase Behavior*", pp. 105-134, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
59. Malhotra, Naresh K. and James Agarwal (2021), "*Building Employee Customer Relationship Quality and Engagement Strategies: A Stakeholder Framework*", pp. 135-164, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
60. Malhotra, Naresh K. and James Agarwal (2021), "*Customer Relationship Marketing: Analytical Models and Strategies*", pp. 165-196, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
61. Malhotra, Naresh K. and James Agarwal (2021), "*Building B2C Relationships: Brand Equity and Customer-Brand Relationships*", pp. 197-222, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
62. Malhotra, Naresh K. and James Agarwal (2021), "*Building B2C Relationships: Corporate Reputation and Customer-Brand Relationships*", pp. 223-244, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
63. Malhotra, Naresh K. and James Agarwal (2021), "*Ethical Foundations of Customer Relationship Marketing*", pp. 245-272, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
64. Malhotra, Naresh K. and James Agarwal (2021), "*Customer Relationship Marketing: Digital Marketing and Social Media*", pp. 273-308, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
65. Malhotra, Naresh K. and James Agarwal (2021), "*Future of Customer Relationship Marketing: New Directions for Research*", pp. 309-332, Customer Relationship Marketing: Theoretical and Managerial Perspectives, World Scientific Publishing.
66. Agarwal, James and Oleksiy Osiyevskyy (2019), "*Does Country Really Matter? Exploring the Contextual Effect of Individual Self-Construal in Reaping the Relational Benefits of Customer-Based Reputation*," (Eds.) David Deephouse, Naomi Gardberg, and William Newburry, *Global Aspects of Reputation and Strategic Management, Research in Global Strategic Management*, Vol. 18, pp. 95-125, Emerald.
67. Agarwal, James, and Terry Wu (2018), "*The Changing Nature of Global Marketing: A New Perspective*," (Eds.) James Agarwal and Terry Wu, *Emerging Issues in Global Marketing: A Shifting Paradigm*, pp. 3-11, Springer.
68. Agarwal, James and Terry Wu (2018), "*E-Commerce in Emerging Economies: A Multi-Theoretical and Multi-Level Framework and Global Firm Strategies*," (Eds.) James Agarwal and Terry Wu, *Emerging Issues in Global Marketing: A Shifting Paradigm*, pp. 231-253, Springer.
69. Agarwal, James, Tatiana Vaschilko, and Elena Loukoianova (2018), "*A Thematic Exploration of the Changing Trends in Political Risk and Global Marketing Scholarship in the Last Three Decades (1986-2015): Implications and Future Research*," (Eds.) James Agarwal and Terry Wu, *Emerging Issues in Global Marketing: A Shifting Paradigm*, pp. 15-59, Springer.
70. Malhotra, Naresh K., James Agarwal, and G. Shainesh (2018), "*Does Country or Culture Matter in Global Marketing: An Empirical Investigation of Service Quality-Satisfaction Model with Moderators in Three Countries*," (Eds.) James Agarwal and Terry Wu, *Emerging Issues in Global Marketing: A Shifting Paradigm*, pp. 61-91, Springer.

BOOK CHAPTERS (CONT)

71. Agarwal, James (2011), *Volume Introduction: The Contributions of a Legendary Marketing Researcher – Observations of a ‘Shishya’, Colleague, and Coauthor* in Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques, in “Legend in Marketing: Naresh K. Malhotra,” pp. xxxvii-lii, Sage Publication.
72. Agarwal, James (2011), *Legendary Contributions to Conjoint Analysis, Multidimensional Scaling, and Life Itself* in Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques, in “Legend in Marketing: Naresh K. Malhotra,” pp. 245-269, Sage Publication.
73. Agarwal, James (2010), *Structural Equations Modeling*, Chapter 22, pp. 690-725, Marketing Research - An Applied Orientation by Naresh K. Malhotra, Sixth Edition, 2010, Prentice Hall, New Jersey.
74. Rasmussen, Ken, David Malloy, and James Agarwal, (2003), “*Ethical Climate, Accountability and Autonomy*” in (Ed) Kathy L. Brock, *Delicate Dances: Public Policy and the Non-Profit Sector*, pp. 123-146, McGill-Queen’s University Press.
75. Agarwal, James and Dorothee Feils, (1997), “*Department of Health*,” in Marketing Management by Philip Kotler and Ronald E. Turner, Canadian Ninth Edition, pp. C-37-C42, Prentice Hall Canada Inc. Included Teaching Notes for Instructor's Manual.

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 global marketing & 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.

CONFERENCE PRESENTATIONS

100+ refereed competitive papers presented and abstract published in conferences in the following 25+ countries: *Australia, Austria, Canada, Denmark, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Malaysia, New Zealand, Poland, Portugal, Russia, Scotland, Singapore, South Korea, Spain, Turkey, UAE, UK, and USA*. These include papers presented at top conferences in *Marketing (AMA, AMS, ANZAM, IIM, EMCB), International Business (AIB, EIBA), Consumer Psychology (ACR, SCP), Management (AOM, SMS), Management Science (INFORMS), Marketing Science (ISMS) and Entrepreneurship (USASBE)*.

1. Li, Quan, James Agarwal, and Tatiana Lukoianove (2026), “Peer Effects, UNGPs, and Corporate Human Rights Policy” *Academy of International Business Conference*, Manchester, UK June 29-July 3, 2026.
2. Liu, Esther Q., James Agarwal, and Aaron Brough (2026), Sustainability Tradeoffs: The Risk of Offering Multiple Eco-Friendly Options,” *ISMS Marketing Science Conference*, Carcavelos, Portugal, June 11-13, 2026.
3. Lukoianove, Tatiana, James Agarwal, and Quan Li (2026), “Corporate Human Rights Policies: Converging Trend and Market Exit” *American Marketing Association (AMA) Global Conference*, Nice, France May 27-29, 2026.

CONFERENCE PRESENTATIONS (CONT)

4. Liu, Esther Q., James Agarwal, and Aaron Brough (2025), Sustainability Tradeoffs: The Risk of Offering Multiple Eco-Friendly Options,” *American Marketing Association Winter Academic Conference*, Phoenix, Arizona, February 14-16, 2025.
5. Lukoianove, Tatiana and James Agarwal (2024), “Methodology for Measuring Political Distance Using Dynamic Factor Analysis and Cluster Analysis” *Academy of Management Conference*, Chicago Illinois, August 9-13, 2024.
6. Lukoianove, Tatiana and James Agarwal (2024), “Methodology for Measuring Political Distance Using Dynamic Factor Analysis, Cluster Analysis, and Multivariate Discriminant Analysis” *Academy of International Business Conference*, Seoul Korea, July 2-6, 2024.
7. Lukoianove, Tatiana, James Agarwal, and Quan Li (2024), “Converging Trend of Corporate Human Rights Policies and Exit Strategy: Multinational Responses to the Russian Invasion of Ukraine” *Academy of International Business Conference*, Seoul Korea, July 2-6, 2024.
8. Lukoianove, Tatiana, James Agarwal, and Quan Li (2024), “Converging Trend of Corporate Human Rights Policies and Exit Strategy: Multinational Responses to the Russian Invasion of Ukraine” *Academy of International Business UK & Ireland Chapter Conference*, Aston Business School, Aston University Birmingham, April 4-6, 2024.
9. Lukoianove, Tatiana, Quan Li and James Agarwal (2024), “Converging Trend of Corporate Human Rights Policies and MNE Exit from Russia” *University of Hong Kong Seminar*, Political Science Department, March 11, 2024.
10. Lukoianove, Tatiana, James Agarwal, and Quan Li (2023), “How Do Corporate Human Rights Policies Influence Multinational Responses to the Russian Invasion of Ukraine” *Academy of International Business-NorthEast (AIBNE) Conference*, Providence College, Providence, Rhode Island, October 21-22, 2023.
11. Agarwal, James, Quan Li, and Tatiana Lukoianove (2023), “Do Corporate Human Rights Policies Matter in Firm Withdrawals from Russia?” *Institute for Humane Society, George Washington University Symposium*, Los Angeles, CA, August 30, 2023.
12. Agarwal, James, Quan Li, and Tatiana Lukoianove (2023), “Are Multinationals ‘Missing in Action’? Do Human Rights Responsibilities Matter for MNE Divestment from Russia” *Academy of International Business (AIB) CEE Conference*, Warsaw, Poland, July 5-9, 2023.
13. Agarwal, James, Quan Li, and Tatiana Lukoianove (2023), “Does Corporate Human Rights Policy Matter in Exit Decision from Russia?” *EGB Research Seminar, Copenhagen Business School*, Copenhagen Denmark, June 28, 2023.
14. Vashchilko, Tatiana and James Agarwal (2022), “Estimating Political Trends and Political Distances among MENA Countries: An Application of Dynamic Factor Analysis and Cluster Analysis” *Academy of International Business (AIB) Conference*, Miami FL, July 6-9, 2022.
15. Vashchilko, Tatiana and James Agarwal (2021), “Modeling Regional and National Political Environment Using Dynamic Factor Analysis: Middle East and North Africa (MENA) in 1984-2018” *Academy of International Business (AIB)-Canada Chapter Conference* Ivey Business School Western University, London ON, December 3-4, 2021.
16. Vashchilko, Tatiana and James Agarwal (2021), “Modeling Regional Political Environment: Middle East and North Africa (MENA)” *Academy of International Business (AIB)-Northeast Chapter Conference* Sacred Heart University, Fairfield CT, October 15-16, 2021.

CONFERENCE PRESENTATIONS (CONT)

17. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2021), “Assessing Political Uncertainty: A New Theoretical and Methodological Approach” *Strategic Management Society (SMS) 41st Annual Conference* Toronto, Ontario September 18-21, 2021.
18. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2021), “Modeling a Country’s Political Environment: An Application of Dynamic Factor Analysis Methodology” *Academy of Management (AoM) 81st Virtual Annual Meeting* July 30-August 3, 2021.
19. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2021), “Process-Based Framework for Political Environment Analysis”, *Academy of International Business (AIB) Online Conference* June 28-July 2, 2021.
20. Vashchilko, Tatiana and James Agarwal (2020), “How can Political Uncertainty be Reduced: Modeling a Country’s Political Environment Using Dynamic Factor Analysis” *Strategic Management Society (SMS) 40th Annual Conference* London, UK October 24-27, 2020.
21. Das, Gopal, James Agarwal, and Mark Spence (2020), “Group Buying of Experiential vs. Material Purchases,” *Association for Consumer Research (ACR) Conference*, (Online) Paris, France, October 1-4, 2020.
22. Agarwal, James, Tatiana Vashchilko, and Oleksiy Osiyevskyy (2020), “How can Political Uncertainty be Reduced? Modeling a Country’s Political Environment Using Dynamic Factor Analysis” Panel Discussion Research Methods Workshop, *Academy of International Business (AIB) Conference* (Online) Miami, Florida July 2-6, 2020.
23. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2020), Modeling Regional and National Political Environment using Dynamic Factor Analysis: Middle East and North Africa (MENA) in 1984-2018” *Academy of International Business (AIB) Conference* (Online) Florida International University, Miami, Florida July 2-6, 2020.
24. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2019), Modeling a Country’s Political Environment using Dynamic Factor Analysis: The Case of Brazil (1984-2018)” *European International Business Academy (EIBA)*, University of Leeds, UK December 13-15, 2019.
25. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2019), How can Political Uncertainty be Reduced? Modeling a Country’s Political Environment Using Dynamic Factor Analysis” *Haskayne Entrepreneurship Seminar*, University of Calgary, November 13, 2019.
26. Vashchilko, Tatiana, James Agarwal, and Oleksiy Osiyevskyy (2019), Modeling Regional and National Political Environment using Dynamic Factor Analysis: Middle East and North Africa (MENA) in 1984-2018” *Academy of International Business (AIB) US-Northeast Conference*, Rutgers Business School, Newark, New Jersey, October 11-12, 2019.
27. Lin, Yizhe and James Agarwal (2019), Using Hedonic Descriptions To Lessen The Impact of Waiting After A New Product Preannouncement, *American Marketing Association (AMA) Summer Marketing Conference*, Chicago, IL, August 9-11, 2019.
28. Ho, Dixon H., Oleksiy Osiyevskyy, and James Agarwal (2019), “Does Marketing Ambidexterity Pay-Off? *Academy of Marketing Science (AMS) World Marketing Congress* Edinburgh, Scotland, July 9-12, 2019.
29. Vashchilko, Tatiana, Oleksiy Osiyevskyy, and James Agarwal (2019), Modeling a Country’s Political Environment using Dynamic Factor Analysis: The Case of Brazil (1984-2018),” *Academy of International Business (AIB) Conference* Copenhagen, Denmark June 24-27, 2019.

CONFERENCE PRESENTATIONS (CONT)

30. Zeng, Xianfang, James Agarwal, and Mehdi Murali (2018), "Categorizing Engagement Behaviors from the Perspective of Customer Resources," *Association for Consumer Research (ACR)* Dallas, Texas, October 11-14, 2018.
31. Lin, Yizhe and James Agarwal (2018), "Revisiting Customers' Waiting Experience: A Dual-Perspective Model," *American Marketing Association (AMA) Summer Conference* Boston, Massachusetts, August 10-12, 2018.
32. Agarwal, James and Oleksiy Osiyevskyy (2018), "Does Country Really Matter in Transforming Customer-Based Reputation to Reputational Outcomes? Exploring the Context Dependence of Individual Culture," *Academy of International Business (AIB) Conference* Minneapolis, Minnesota June 25-28, 2018. ***2018 Temple/AIB Best Paper Award Finalist.**
33. Ho, Dixon H., Oleksiy Osiyevskyy, James Agarwal, and Sadat Reza (2017), "Does Marketing Ambidexterity Pay-Off? The Contingent Role of Absorptive Capacity," *Australian & New Zealand Academy of Management (ANZAM)* Melbourne, Australia December 6-8, 2017.
34. Zeng, Xianfang, James Agarwal, and Mehdi Murali (2017), "A Resource Investment-Based Analysis of Customer Engagement Behaviors," *American Marketing Association (AMA) Winter Conference* Orlando, Florida February 17-19, 2017.
35. Zeng, Xianfang, James Agarwal, and Mehdi Murali (2017), "The Effect of Customers' Knowledge Provision during NPD on Their Positive WOM Intention," *American Marketing Association (AMA) Winter Conference* Orlando, Florida February 17-19, 2017.
36. Varshneya, Geetika, Gopal Das, and James Agarwal (2017), "Brand Commitment: The Roles of Brand Experience, Brand Passion, Brand Ethicality Perception, and Self-Congruity," *Annual Conference of the Emerging Markets Conference Board*, hosted by *Indian Institute of Management (Lucknow)*, Noida, New Delhi, India, January 6-8, 2017.
37. Agarwal, James, Madelynn Stackhouse, and Oleksiy Osiyevskyy (2016), "Extending the Corporate Reputation Paradigm: Commensurable Operationalization and Measurement," *Academy of Management (AOM) Annual Conference* Anaheim, California August 5-9, 2016.
38. Agarwal, James and Osiyevskyy, Oleksiy (2016), "Reaping the Rewards of Reputation for CSR: Customer-Level Micro-Foundations Perspective," *Academy of Management (AOM) Annual Conference* Anaheim, California August 5-9, 2016.
39. Lin, Yizhe and James Agarwal (2016), "Wait Time and Customer Satisfaction: A Conceptual Framework and Meta-Analysis," *American Marketing Association (AMA Summer) Conference* Atlanta, Georgia August 5-7, 2016.
40. Agarwal, James and Osiyevskyy, Oleksiy (2016), "Resolving the Reflective-Formative Measurement Debate: Theoretical Framework and an Empirical Investigation," *Academy of Marketing Science (AMS) Annual Conference*, Lake Buena Vista, Florida May 18-21, 2016.
41. Khaneghah, M. Farrokhi and James Agarwal (2015), "Customer Based Brand Equity: A Meta-Analysis," *American Marketing Association (AMA) Conference*, Chicago, IL, August 14-16, 2015. ***Winner of the AMA Best Paper Award (Brand Management Track).**
42. Agarwal, James and Osiyevskyy, Oleksiy (2015), "The Efficacy of Formative versus Reflective Measures of Corporate Reputation; An Information Processing Approach," Submitted, *Academy of International Business (AIB) Conference*, hosted by *Indian Institute of Management (IIM)*, Bangalore, India June 27-30, 2015.

CONFERENCE PRESENTATIONS (CONT)

43. Khaneghah, M. Farrokhi and James Agarwal (2015), "Antecedents of Customer-Based Brand Equity: A Meta-Analysis," *Administrative Sciences Association of Canada (ASAC) Conference*, Halifax, Nova Scotia, June 13-16, 2015.
44. Agarwal, James and Naresh K. Malhotra (2015), "A Methodological Approach to Theory Testing and Theory Integration in Marketing Research: Modeling Consumer-Company Relationships," *Annual Conference of the Emerging Markets Conference Board*, hosted by *Institute of Management Technology (IMT Ghaziabad/Dubai)*, Dubai, UAE, January 20-22, 2015.
45. Agarwal, James and Osiyevskyy, Oleksiy (2014), "The Efficacy of Formative versus Reflective Measures of Corporate Reputation: The Role of Need for Cognition," *American Marketing Association (AMA) Summer Educators Conference*, San Francisco, CA, August 1-3, 2014.
46. Agarwal, James and Osiyevskyy, Oleksiy (2014), "Corporate Reputation Measurement: Evidence from Cross-Country Comparison," *Academy of International Business (AIB) Conference*, Vancouver, British Columbia, June 23-26, 2014.
47. Das, Prakash and James Agarwal (2013), "Customer Effort and the Moral Self: An Examination in a Product Customization Context," *Association of Consumer Research (ACR) Conference*, Chicago, IL, October 3-6, 2013.
48. Agarwal, James, Naresh K. Malhotra, and Katherine White (2013), "Modeling Consumer-Company Relationships: A Multi-Theoretical Justice Framework," *American Marketing Association (AMA) Summer Educators Conference*, Boston, MA, August 9-11, 2013. ***Winner of the AMA Best Paper Award (CRM/RM Track).**
49. Osiyevskyy, Oleksiy, James Agarwal, and Ndubisi, Nelson O., (2013), "Entrepreneurial Orientation and Market Orientation: Examining their Relationship on Organizational Innovation Capability," *Academy of Management (AOM) Conference*, Lake Buena Vista (Orlando), Florida, August 9-13, 2013.
50. Agarwal, James, Osiyevskyy, Oleksiy, and Percy M. Feldman (2013), "Measuring Corporate Reputation: Testing Alternative Factor Structures and Nomological Validity," *Academy of International Business (AIB) Conference*, Istanbul, Turkey, July 3-6, 2013.
51. Oleksiy Osiyevskyy and James Agarwal (2013), "The Complex Interplay of Autonomy, Risk Taking, Proactiveness and Market Orientation: Studying the Internal Drivers of Firm Innovation Capability," *USASBE Conference*, San Francisco, California, January 10-13, 2013.
52. Agarwal, James and Terry Wu (2012), "Factors Influencing Growth Potential of E-Commerce in Emerging Economies: An Institution-Based N-OLI Framework," *2012 American Marketing Association (AMA) Summer Educators' Conference*, Chicago, USA, August 17-21, 2012.
53. Das, Prakash and James Agarwal (2012), "The Roles of Self-Construal and Self-Affirmation in Effortful Customer Experiences," *2012 Society for Consumer Psychology (SCP) Annual Winter Conference*, Las Vegas, Nevada, February 16-18, 2012.
54. Malhotra, Naresh K., James Agarwal, and G. Shainesh (2012), "A Cross-National and Cross-Cultural Comparison of Consumer's Service Quality Perception and Satisfaction: Exploring the Moderating Role of Uncertainty Avoidance," *International Conference in Marketing, Indian Institute of Management Lucknow (IIML)*, Noida Campus, New Delhi, India, January 12-14, 2012.

CONFERENCE PRESENTATIONS (CONT)

55. Agarwal, James and Naresh K. Malhotra (2011), "A Cross-National versus Cross-Cultural Approach in International Business (IB) Research: An Empirical Investigation," *Academy of International Business (AIB) Annual Conference*, Nagoya, Japan, June 24-28, 2011.
56. Agarwal, James and Terry Wu (2011), "E-Commerce in China: A Multi-Theoretical Framework and Research Propositions," *Academy of International Business (AIB) Annual Conference*, Nagoya, Japan, June 24-28, 2011.
57. Das, Prakash, Katherine White, James Agarwal (2011), "The Effects of Self-Construal and Task Difficulty on Consumer Attributions of Firm Effort: Implications for Co-Creation," *Academy of Marketing Science Conference*, Coral Gables, Florida, May 24-27, 2011.
58. Das, Prakash, Katherine White, James Agarwal (2011), "When Product Assembly Matters: Understanding the Effect of Self-Construal and Task Difficulty on Consumer Attributions in Real Product Assembly Situations," *Society for Consumer Psychology (SCP) Annual Winter Conference*, Atlanta, Georgia, February 24-26, 2011.
59. Agarwal, James (2010), "Reconceptualizing Consumer Perception of Relationship Quality: An Empirical Test of the Construct and Its Nomological Validity," *Academy of Marketing Science (AMS) Annual Conference*, Portland, Oregon, May 26-29, 2010.
60. Agarwal, James (2010), "A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers' Perceived Service Quality," Haskayne School of Business, University of Calgary: *Marketing Colloquium Series*, March 19, 2010.
61. Willness, Chelsea, White Katherine, and James Agarwal (2009), "Multiple Faces of Identification: An Expanded Model of Consumer-Company Identification Experiences," *Association for Consumer Research (ACR) – Annual North American Conference*, Pittsburgh, PA, October 22-25, 2009.
62. Agarwal, James, Naresh K. Malhotra, and Ruth N. Bolton (2009), "Consumer Perceptions of Service Quality: A Cross-National Analysis," *Association for Consumer Research (ACR) – Asia Pacific Conference, Indian School of Business (ISB)*, Hyderabad, India, January 2-4, 2009.
63. Agarwal, James and Lorn Sheehan (2008), "Stakeholder Management and Relationship Quality: A Multi-Theoretical Framework and Research Propositions," *Administrative Sciences Association of Canada (ASAC) Conference*, Dalhousie University, Halifax, Nova Scotia, May 24-27, 2008.
64. Agarwal, James (2007), "Ethnic & Cultural Market Communities of Canada," Direct Sellers Educational Foundation (DSEF) Conference, Toronto, Ontario, October 18, 2007.
65. Agarwal, James and Stephen Pieroway (2007), "Toward an Identification-Based Understanding of Consumer Relationship Quality: An Empirical Investigation," *Academy of Marketing Science (AMS) World Marketing Congress Conference*, Verona, Italy, University of Verona, July 11-14, 2007.
66. Malhotra, Naresh, James Agarwal, and Francis Ulgado (2007), "Globalization and Entry Modes Strategies for Firms in Developing Countries: Theoretical Framework and Research Propositions," *Tenth International Annual Convention of Strategic Management Forum of India, Indian Institute of Technology (IIT)*, Bombay, India, May 10-12, 2007.
67. Malhotra, Naresh, James Agarwal, G. Shainesh, and Francis Ulgado (2006), "Differences in Service Quality Between Developed and Developing Countries: How Developing Countries Can Improve Their Competitiveness in the Outsourcing of Services," *Second IMR Conference, Indian Institute of Management (IIM)*, Bangalore, India, July 13-15, 2006.

CONFERENCE PRESENTATIONS (CONT)

68. Agarwal, James, David C. Malloy, and Ken Rasmussen (2005), "Partnership and Relational Potential between Government & the Non-Profit Sector: The Role of Ethical Climate," *Academy of Marketing Science (AMS) World Marketing Congress Conference*, Muenster, Germany, July 6-9, 2005.
69. Agarwal, James (2005), "Strategies for Scholarship and Team-Based Research", Haskayne School of Business, University of Calgary, *Terry White PhD Colloquium Series*, January 14, 2005.
70. Malhotra, Naresh, James Agarwal, and Francis Ulgado (2004), **Winner of the Hans B. Thorelli Best Paper Award** at the *American Marketing Association Conference*, Boston, Massachusetts, August 6-9, 2004. The paper was published in *Journal of International Marketing*, Vol. 11, Issue 4, 2003, pp. 1-31.
71. Agarwal, James, Andreas Herrmann, and Frank Huber (2004), "Platform Strategy: Understanding the Inter-Relationship between Platform Variants and Corporate Success," *Academy of Marketing Science (AMS) Annual Conference*, Vancouver, British Columbia, Canada, May 26-29, 2004.
72. Agarwal, James (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Nomological Framework" *Marketing-iRC/MIS Colloquium Series*, Haskayne School of Business, University of Calgary, March 5, 2004.
73. Agarwal, James and Terry Wu (2003), "The WTO Framework: Issues and Marketing-Mix Implications for Firms in China," *Administrative Sciences Association of Canada (ASAC) Annual Conference*, Saint Mary's University, Halifax, Nova Scotia, Canada, June 14-17, 2003.
74. Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2002), "Information Privacy Concerns in the Technological Age: A Framework and an Empirical Investigation" Conference on *Marketing of Technology-Oriented Products and Services in a Global Age*, co-sponsored by DuPree College of Management, Georgia Tech (USA), and Indian Institute of Management (IIM), Bangalore, India, December 27-28, 2002.
75. Agarwal, James and Naresh K. Malhotra (2002), "An Integrated Model of Attitude and Choice: An Interaction Approach," *Academy of Marketing Science (AMS) Annual Conference*, Sanibel Island, Florida, May 29-June 1, 2002. [Also presented a paper at a special session on "International Survey Research" as proxy for Naresh K. Malhotra]
76. Rasmussen, Ken, David C. Malloy, and James Agarwal (2001), "The Ethical Climate of Government and Non-Profit Organizations: Implications for Public-Private Partnerships," *Workshop of the Kahanoff Foundation Nonprofit Sector Research Initiative*, Queen's University, Kingston, Ontario, Canada, November 2001.
77. Rasmussen, Ken, David C. Malloy, and James Agarwal (2001), "The Ethical Climate of Government and Non-Profit Organizations: Implications for Public-Private Partnerships," *Fifth International Research Symposium on Public Management – Building Public-Private Partnerships: Theoretical and Empirical Developments*, Barcelona, Spain, April 9-11, 2001.
78. Malhotra, Naresh K., James Agarwal, and Francis M. Ulgado (2001), "The Globalization of Business and Markets: Underlying Theories, Framework and Research Propositions" *International Conference on Globalization of Business and Markets: Strategies for the 21st Century*, co-sponsored by Georgia Tech (USA), Academy of Marketing Science (AMS), and Management Development Institute (MDI) (New Delhi), India, December 20-22, 2001.

CONFERENCE PRESENTATIONS (CONT)

79. Malhotra, Naresh K., James Agarwal, and Cassandra Wells (2001), "Does Abstinence-Only Program Work? An Empirical Investigation of "Choosing-The-Best (CTB) School-based Education Program," *129th Annual Conference of American Public Health Association (APHA)*, Atlanta, Georgia, in October 21-25, 2001.
80. Malhotra, Naresh K. and James K. Agarwal, "Global Marketing Strategies and the Role of Regional Trading Blocs: Mexico as Part of NAFTA," Proceedings, *International Conference on the Globalization of Business and Markets*, New Delhi, 2001.
81. Malhotra, Naresh K., James Agarwal, Francis M. Ulgado, and Imad Baalbaki (2001), "The Path to Globalization: Selected Research Propositions" *Academy of Marketing Science (AMS) World Marketing Congress Conference*, Cardiff, Wales, United Kingdom, June 27-30, 2001.
82. Agarwal, James and Dorothee Feils (2000), "A Comparative Study of Political Risk in Export and Foreign Direct Investment: The Case of Canadian Firms," *Academy of Marketing Science (AMS) Annual Conference*, Montreal, Quebec, Canada, May 24-27, 2000.
83. Agarwal, James and Naresh K. Malhotra (2000), "Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross-Domain Generalizability and Choice Prediction," *Academy of Marketing Science (AMS) Annual Conference*, Montreal, Quebec, Canada, May 24-27, 2000. ***Winner of the William R. Darden Best Paper Award for Research Methodology.**
84. Peterson, Mark and James Agarwal (1999), "Country Quality of Life and Foreign Direct Investment Decisions," *Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, Florida, USA, May 26-29, 1999.
85. Agarwal, James and David C. Malloy (1999), "Toward an Integrated Model of Ethical Decision-Making in Marketing: The Role of Existentialism," *Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, Florida, USA, May 26-29, 1999.
86. Malloy, David C. and James Agarwal (1999), "Extending the Ethical Decision-Making Paradigm: A Look at Direct Marketing," *Irish Marketing Teachers Association (IMTA)*, Dublin, Ireland, May 13-14, 1999.
87. Agarwal, James and Dorothee Feils (1998), "Re-Examining Political Risk Factors for Export and Foreign Direct Investment: A Within and Cross Perception Study of Canadian Firms," *Academy of International Business (AIB) Conference* Wien University, Vienna, Austria, October 7-11, 1998.
88. Agarwal, James and Naresh K. Malhotra (1998), "Extending the COO Paradigm by Including the Effects of Regional Trading Bloc," *International Conference on One World, One Market - Vision 2020* organized by S. P. Jain Advanced Management Research Center and Faculty of Management Studies (FMS), University of Delhi in collaboration with Academy of Marketing Science (AMS), USA, and Global Business and Marketing Association, New Delhi, India, December 28-30, 1998.
89. Agarwal, James and Naresh K. Malhotra (1998), "An Integrated Model of Attitude and Affect," *Institute for Operations Research and Management Science (INFORMS) Conference*, hosted by Tel-Aviv University, Tel-Aviv, Israel, June 28-July 1, 1998.
90. 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.

CONFERENCE PRESENTATIONS (CONT)

91. 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.
92. 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.
93. 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.
94. 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.
95. 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.
96. 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.
97. 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.
98. Malhotra, Naresh K. and James Agarwal (1997), "Conducting Research across National Boundaries: Guidelines for Marketing Researchers," *Deusto University*, Bilbao, Spain, January 10, 1997.
99. 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.
100. 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.
101. 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.
102. 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.

CONFERENCE PRESENTATIONS (CONT)

103. 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.
104. 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.
105. 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.
106. 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.
107. 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; Journal of International Business Studies, 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.
- 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

- 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.

BUSINESS ARTICLES

- *Better Way for Companies to Sharpen Competitive Edge through Marketing*: UCalgary News, July 7, 2021. <https://ucalgary.ca/news/better-way-companies-sharpen-competitive-edge-through-marketing>
- *Preserving the Past, Embracing the Future: Amplifying Asian Canadian Legacy*: UCalgary News, May 31, 2024. <https://www.ucalgary.ca/news/ucalgary-scholars-reflect-asian-heritage-and-academy>
- *Bracing for the Economic Storm: How Canadian Businesses Can Weather Trade Turbulence*: July 1 2025, HSB Website/LinkedIn. <https://haskayne.ucalgary.ca/news/haskayne>
- *Marketing in Mercurial Times: Strategies for a Changing Trade Landscape*: July 24, 2025, HSB Website/LinkedIn. <https://haskayne.ucalgary.ca/news/haskayne>

UNIVERSITY SERVICE

- Member of *Dean’s Award Adjudication Committee*, Haskayne School of Business, University of Calgary 2025.
- Member of *Tenure & Promotion Committee*, Haskayne School of Business, University of Calgary 2024 & 2025.
- Member of *Dean’s Award Adjudication Committee*, Haskayne School of Business, University of Calgary 2024, 2025, 2026.
- 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 – 2026
- 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