

ANUPAM JAJU

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EDUCATIONAL BACKGROUND

Doctor of Philosophy (Ph.D.)	Business Administration, University of Georgia, Athens GA (USA) Specialization: Marketing (Strategy)	2002
Master of Technology (M.Tech)	Industrial Management Indian Institute of Technology, Bombay, (India) Major: Industrial Marketing	1996
Bachelor of Engineering (B.E.)	Chemical Engineering Regional Engineering College, Rourkela (India)	1994

PROFESSIONAL EXPERIENCE: ACADEMIC

Fall 2002 – till date

Assistant Professor, George Mason University, Fairfax, VA

- Teaching responsibility of undergraduate and graduate Marketing courses.
- Research responsibility of publishing and presenting at nationally and internationally recognized journals and conferences.
- Service responsibility toward the School and University Community.

Fall, 1998 – Summer, 2002

Research and Teaching Assistant, University of Georgia, Athens GA

- Responsible for working/assisting on research projects with departmental faculty.
- Independent teaching responsibility of undergraduate courses in Marketing.

PROFESSIONAL EXPERIENCE: BUSINESS

Feb, 1996 - July, 1997

On-hands business marketing experience while working with ITW Signode India Ltd. (a subsidiary of ITW. Inc, USA, a Fortune 500 company) as Business Development Manager and Regional Sales Manager (Industrial Packaging) for 11/2 yrs. Responsible for entire sales managerial functions of the largest sales region of the company. The key result areas included new business development, achieving annual sales and collection productivity targets, key account management, and sales force management. Served on application development team for international clients such as Carrier Aircon, Whirlpool, Merck, Daewoo etc. Developed customer information database for the specialty packaging division to support marketing strategic planning.

RESEARCH INTERESTS AND ACTIVITIES

Strategic Marketing	: Brand Management/Strategy
	: Competitive Strategy
	: Corporate Marketing – Image, Identity and Reputation
Information Technology and Marketing	: Ecommerce Business Models
	: Distance Learning
Miscellaneous	: Cross-Cultural Issues: Consumer & Managerial Orientation
	Learning Styles

Journal Publications:

- ♦ Kwak, Hyokjin; **Anupam Jaju**; and Trina Larsen (2006) "Consumer Ethnocentrism Offline and Online: The Mediating Role of Marketing Efforts and Personality Traits in the United States, South Korea, and India," *Journal of Academy of Marketing Science*, 34(3), pp.367-385.
- ♦ **Jaju, Anupam**; Christopher Joiner and Srinivas Reddy (2006) "Consumer Evaluations of Corporate Brand Redeployments," *Journal of Academy of Marketing Science*, 34(2), pp.206-215.
- ♦ Arora, Anil; **Anupam Jaju**; Asterios G. Kefalas; Theresa Perenich (2004) "An Exploratory Analysis of Global Mindsets of US Textile and Apparel Managers" *Journal of International Management*. 10, pp.393-411.
- ♦ **Jaju, Anupam**; Hyokjin Kwak and George M. Zinkhan (2002), "Learning Preferences of Undergraduate Business Students: A Cross-Cultural Comparison between the US, India, and Korea", *Marketing Education Review*, 12(2), pp.49-60.
- ♦ Stern, Barbara; George M. Zinkhan; and **Anupam Jaju** (2001) "Images in Marketing: Congruence of Store, Brand and Corporate Images" *Marketing Theory*, 1(2), pp.201-224.
- ♦ **Jaju, Anupam** and S. Krishnamoorthy (1995) "By Leaps and Bounds", *Indian Management*, Oct., pp. 42-48.

Conference Proceedings

- ♦ Kwak, Hyokjin, **Anupam Jaju**, Trina Larsen Andras, and George M. Zinkhan (2007), "The Role of Personality Traits and Demographic Characteristics in Attitudes toward Foreign Advertisements: A Case from the US, South Korea, and India" *Advertising in Asia*, Charles R. Taylor and Doo Hee Lee, eds., *American Academy of Advertising*, forthcoming.
- ♦ **Jaju, Anupam** and Hyokjin Kwak (2005) "The Relationship between Market Orientation (MO) and Entrepreneur Orientation (EO)", *Proceedings of 36th Annual Meeting of the Decision Sciences Institute*, (Nov.19-22, 2005), San Francisco, CA, 2005, pp.12251-12256.
- ♦ Dixit, Ashutosh; **Anupam Jaju** and Srinivas Reddy (2001), "A Model for Market Entry and Exit", invited for presentation at the *Special Conference of Marketing Science on Competitive Responsiveness*, (May 17-18, 2001), eds. Dave Reibstein and Dick Wittinck, Cambridge, MA.
- ♦ Zinkhan, George; Jaishankar Ganesh; **Anupam Jaju** and Linda Hayes (2001) "Corporate Image: A Conceptual Framework for Strategic Planning ", *Proceedings of AMA (Summer) Marketing Educators' Conference*, eds. Stephen J. Grove and Greg W Marshall., (August 11-14, 2001) Washington, DC, pp.152-160.
- ♦ Yue, Pan and **Anupam Jaju** (2001) "Impact of Top Management's Myopic Behavior on Organizational Market Orientation: A Conceptual Model", *Proceedings of Academy of Marketing Science Annual Conference*, eds. Anne L. Balazs and George M. Zinkhan, San Diego, CA, pp.166-172.
- ♦ **Jaju, Anupam** and Hyokjin Kwak (2000), "Re-Deployment of Corporate Communication Strategy Through Mergers and Acquisitions: An Empirical Evaluation of Competing Theories," *Fifth Research Conference: Relationship Marketing in the New Millennium: Theory, Methods and Tools*, eds. Atul Parvatiyar and Jagdish N. Sheth, Emory University, Atlanta, GA.

- ♦ **Jaju, Anupam** and Karuna Jain (2000), "Acquisitions through Market-oriented Synergy", *Proceedings of South Eastern Decision Science Institute Conference*, ed. Art Gowan, Vol. 13 (February), Wilmington, NC, pp.193-195.
- ♦ Reddy, Srinivas K.; **Anupam Jaju**, and Hyokjin Kwak (2000), "Determinants of Internet Startups Success," in *Leading Technology Change: Management Issues and Challenges IEMC-2000 (IEEE Engineering Management Society)*, eds. Sul Kassiech and Steve Walsh, Albuquerque, New Mexico, pp.607-611.
- ♦ French, Warren; **Anupam Jaju** and Stephan Brown (2000), "Examining a Hybrid Distance Learning Model", *Proceedings of AMA (Winter) Marketing Educators Conference*, John P. Workman Jr. and William D. Perreault Jr., Vol. 11(February) San Antonio, TX, pp.13-21.
- ♦ Kwak, Hyokjin; **Anupam Jaju**, and George M. Zinkhan (2000), "Astrology: Its Influence on Consumers' Buying Patterns and Consumers' Evaluations of Products and Services," *Marketing: Looking Forward, Looking Back in Proceedings of the Academy of Marketing Science Annual Conference*, Vol. XXIII, eds. Mary Joyce and David Lambert, Quebec, Canada, pp.94-98.
- ♦ **Jaju, Anupam** and Hyokjin Kwak (2000), "Learning Preferences of Marketing Students", *Proceedings of AMA (Winter) Marketing Educators Conference*, eds. John P. Workman Jr. and William D. Perreault Jr., 11 (February) San Antonio, TX, pp.243-250.
- ♦ **Jaju, Anupam** and Melvin Crask (1999) "The Perfect Design: Optimization between Reliability, Validity, Redundancy in Scale Items and Response Rates", in *Issues in Scaling: Proceedings of the AMA (Winter) Educators' Conference*, eds. Anil Menon and Arun Sharma, 10 (February), St.Petesburg, Fl., pp.127-131

Conference Presentations

- ♦ 2005 Annual Conference on Research in Entrepreneurship: Fairfax, VA
Topic: "The Structural Relationship between Market Orientation (MO) and Entrepreneur Orientation (EO)"
- ♦ 2005 Annual Meeting of the Decision Science Institute: San Francisco, CA
Topic: "The Connubial Relationship between Market Orientation (MO) and Entrepreneur Orientation (EO)"
- ♦ 2005 International Conference on Corporate Image, Corporate Associations and Reputation: Rotterdam (Netherlands)
Topic: "Consequences of Brand Redeployments: Empirical Evaluation of Firm Performance and Consumer Attitudes" (Invited)
- ♦ 2005 Academy of Marketing Science Annual Conference: Tampa, FL
Topic: "Consumer Evaluations of Corporate Brand Redeployments" (Invited)
- ♦ 2004 Winter AMA Conference: Scottsdale AZ
- ♦ 2004 Decision Science Institute: Boston, MA"
Topic: "Informed Consumer: Friend or Foe?"
- ♦ 2003 Decision Science Institute: Washington DC
Topic: "Searching for a Deal"
- ♦ 2000 Relationship Marketing Conference, Emory University: Atlanta, GA
Topic: "Re-Deployment of Corporate Communication Strategy Through Mergers and Acquisitions: An Empirical Evaluation of Competing Theories"
- ♦ 2000 South Eastern Decision Science Institute Conference: Wilmington, NC
Topic: "Acquisitions through Market oriented Synergy"
- ♦ 2000 IEEE International Engineering Management Conference: Albuquerque, NM
Topic: "Determinants of Internet Startups Success"
- ♦ 2000 Academy of Marketing Science Annual Conference: Quebec, Canada
Topic: "Astrology: Its Influence on Consumers' Buying Patterns and Consumers' Evaluations of Products and Services"
- ♦ 2000 Winter AMA Conference, San Antonio, TX
Topic: "Learning Preferences of Marketing Students"
- ♦ 1999 Winter AMA Conference, St, Petesburg, FL
Topic: "The Perfect Design: Optimization between Reliability, Validity, Redundancy in Scale Items and Response Rates"

Reviewing Activities:

- ♦ Reviewer: *Journal of Academy of Marketing Science (JAMS)*
- ♦ Reviewer: *Industrial Marketing Management*
- ♦ Reviewer: *European Journal of Marketing (EJM)*
- ♦ Reviewer: *Marketing Theory*
- ♦ Reviewer: *Journal of Marketing Theory and Practice (JMTP)*
- ♦ Reviewer: *International Journal of Internet Marketing and Advertising (IJIMA)*
- ♦ Reviewer: *AMA Educators' Conferences*
- ♦ Reviewer: *Society of Marketing Advances Conferences*
- ♦ Reviewer: *American Marketing Science Conferences*
- ♦ Reviewer: *Various Marketing textbooks.*

TEACHING INTERESTS/ EXPERIENCE

Courses Taught

Marketing Management	MBA/EMBA	Sp'03, Fa'03, Sp'04
Business Marketing	UG	Sp'03, Fa'03, Su'04, Sp'05, Su'05, Fa'05, SP'06,
Consumer Behavior	UG	Su'98, Fa'99, Sp'00, Spr'01, Fa'01, Sp'02
Marketing Management/Strategy	UG	Su'01, Su'02, Fa'02
Principles of Marketing	UG	Su'99, Su'00, Fa'02
Sales Force Management	UG	Fa'98, Sp'99, Fa'00

Distance Learning

Organization, Design, and Implementation of a marketing course for web-based executive MBA program.

AWARDS and HONORS

- ♦ George Mason University, Nominated as Member of *Honor Society of International Scholars*, 2005
- ♦ George Mason University, *Provosts Tenure-Track Summer Research Award*, 2004
- ♦ George Mason University, *Northrop Grumman Fellow*, 2002-2003
- ♦ University of Georgia, *Outstanding Graduate Teaching Award*, 2001
- ♦ Terry College of Business, University of Georgia: *Comer Research Award* to reward superior students in the Ph.D. program in Business Administration, 1998-2002.
- ♦ *AMA-Sheth Doctoral Consortium Fellow*, 2001.
- ♦ Terry College of Business, Graduate School: *Research Award*, 1997-2002.
- ♦ ITW Signode (I) Ltd: *National Award for Managing the Most Productive Region*, 1997
- ♦ Indian Institute of Technology, India: *M.Tech. Choice Thesis Award*, 1995-96

PROFESSIONAL AFFILIATIONS

Ecomm@terry Club	2000-present
American Marketing Science	2000-present
American Marketing Association	1998-present
Indian Institute of Chemical Engineers	1992-1996
Institute of Engineers (Eastern Chapter)	1992-1994

REFERENCES

Available Upon Request