OFFICE: Emory University
Goizueta Business School
1300 Clifton Road
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EDUCATION

Ph.D., University of Pittsburgh, 1966
M.B.A., University of Pittsburgh, 1962
B. Com (Honors), Loyola College (University of Madras), 1960

ACADEMIC POSITIONS

Emory University

- Charles H. Kellstadt Professor of Business, 1991 to present
- Founder and Director, Center for Relationship Marketing, 1993 to 2001

University of Southern California

- Founder and Director, Center for Telecommunications Management (CTM), 1985 to 1991
- Robert E. Brooker Professor of Marketing, 1984 to 1991

University of Illinois

- Walter H. Stellner Distinguished Professor of Marketing, 1979 to 1984
- IBE Professor of Business, 1973 to 1979
- Professor of Business, 1971 to 1973
- Associate Professor of Business,1969 to 1971

Columbia University

- Assistant Professor, 1966 to 1969
- Research Associate, 1963 to 1965

Massachusetts Institute of Technology

- Assistant Professor, 1965 to 1966

VISITING POSITIONS

- Visiting Professor, Copenhagen School of Economics and Business, 1976 to 1977
- Albert Frey Professor of Marketing, University of Pittsburgh, 1974 to 1975
- Visiting Professor, Indian Institute of Management, Calcutta, 1968

ADMINISTRATIVE POSITIONS

- Founder and Director, Center for Relationship Marketing, Emory University, 1993 to 2004
- Marketing Area Coordinator, Goizueta Business School, Emory University, 1991 to 1996
- Founder and Director, Center for Telecommunications Management, USC, 1985 to 1990
- Acting Head, Department of Business Administration, University of Illinois, 1970 to 1972; 1978

ACADEMIC & PROFESSIONAL HONORS

1. Lifetime Achievement Award, AMA Sustainable Marketing and Innovation (AMA SUSTSIG), 2025
2. Atlanta 500 Honoree, Atlanta Magazine, 2021, 2022, 2023, 2024, 2025
3. Emeritus College Lifetime Achievement Award, Emory University, 2024
4. UIBS Lifetime Award, USA India Business Summit (UIBS) & Georgia Tech Global Business Forum (GTGBF), 2024
5. Amity Global Academic Excellence and Leadership Award, Amity Universities, 2023
6. Lifetime Membership in AIB, Fellows of the AIB, 2023
7. RISE Citizen Award, Idobro Impact Solutions, 2023
8. Lifetime Achievement Award, Indian Academy of Management, 2023
9. Fellow, Academy of International Business (AIB), 2021
10. 2020 Padma Bhushan Award for Literature and Education (Govt of India), 2020
11. Named a 100th Honoree at Goizueta Centennial Anniversary Celebration, 2019
12. Thomas Jefferson Award, Emory University, 2019
13. AMA Lifetime CB SIG Award, 2018
14. AMA Lifetime Relationship Marketing SIG Award, 2018
15. Global Thinker Award, ILLM, India, 2018
16. Honorary Doctorate of Philosophy, Shiv Nadar University, India, 2017
17. Fellow, Association of Consumer Research (ACR), 2017
18. Honorary Doctorate of Science, University of Illinois (Urbana-Champaign), 2016
19. Fellow, American Marketing Association (AMA), 2015
20. William Wilkie Award, American Marketing Association, 2014
21. TiE Atlanta Lifetime Contribution Award, 2012
22. Marion Creekmore Award, Emory University, 2012
23. Global Management Guru Award, BIMTECH, India, 2011
24. Carter Center, Board of Councilors, 2010 to present
25. Father of the Year, American Diabetes Association, 2011
26. Distinguished Research Scholar, Singapore Management University, 2008 to 2016
27. Distinguished Visiting Professor, Cranfield University, 2008 to 2011
28. Governor's International Award, Individual Contribution to State of Georgia, 2008
29. Global Innovation Award, Goizueta Business School, Emory University, 2008
30. Distinguished Faculty Lecture, Emory University, 2007
31. Honorary Doctorate of Letters, Thiel College, 2007

32. Irwin/McGraw Hill Distinguished Marketing Educator, AMA, 2004
33. Charles Coolidge Parlin Award, American Marketing Association, 2004
34. Distinguished Scholar Award, Marketing Management Association, 2002
35. Distinguished Alumni Service Award, University of Pittsburgh, 2002
36. Outstanding Leadership Award, AMA Foundation, 2002
37. Welling Professor, George Washington University, 2001-2003
38. Outstanding Educator, Sales and Marketing Executives International, 1999
39. Distinguished Fellow, International Engineering Consortium, 1997
40. Distinguished Fellow, Academy of Marketing Science, 1995
41. P. D. Converse Award, American Marketing Association, 1992
42. Outstanding Educator, Sales and Marketing Executives International, 1991
43. Outstanding Marketing Educator, Academy of Marketing Science, 1989
44. Board of Governors, Academy of Marketing Science, 1985 to 2012
45. Most Outstanding Contribution to Marketing Excellence, Southern California American Marketing Association, 1986
46. President, Association for Consumer Research (ACR), 1984
47. External Examiner, National University of Singapore, 1981 to 1985
48. Who's Who in America, 1985 to present
49. Co-author of Most Often Cited Book and Research Paper in Marketing, 1978, (study reported in AMA Marketing News)
50. President, Division 23 (Consumer Psychology), American Psychological Association, 1979
51. Viktor Mataja Medal, Austrian Research Society (Vienna), 1979
52. Kentucky Colonel 1975 to present
53. Fellow, American Psychological Association, 1975

PROFESSIONAL ASSOCIATIONS

- Indian American International Chamber of Commerce (IAICC) Southeast Region – Founding Member, 2018 to present
- The Indus Entrepreneurs (TiE) – Charter Member, Atlanta, 2000 to present
- Georgia Indo-American Chamber of Commerce (GIACC), 2000 to present
- Academy of Marketing Science, 1977 to present
- Academy of International Business, 1976 to present
- American Institute for Decision Sciences, 1973 to 1981
- Association for Consumer Research, 1969 to present
- American Psychological Association, 1967 to 1995
- American Statistical Association, 1965 to 1982
- American Marketing Association, 1964 to present

DOCTORAL DISSERTATION COMMITTEES

Name	Institution	Year	Major	Chair
1. Sarah Ku	GSU	2022	International Business	No
2. Karen Wallach	Emory	2020	Marketing	Yes
3. Ning Zhong	Emory	2018	Marketing	No
4. Hulya Karaman	Emory	2018	Marketing	Yes

5.	Anthony Koschman	Emory	2017	Marketing	No
6.	Norah Xu	Emory	2016	Marketing	Yes
7.	Ayse Ozturk	GSU	2016	International Business	No
8.	Saloni Vastani	GA State	2015	Marketing	No
9.	Yanwen Chan	Emory	2014	Marketing	No
10.	Karl Hellman	GA State	2014	Marketing	No
11.	Omer Cem Ozturk	Emory	2012	Marketing	No
12.	Omar Rodriguez	Emory	2012	Marketing	No
13.	Abhishek Kathuria	Emory	2012	Information Sciences	No
14.	Mary Jean Koontz	CA State	2006	Marketing	No
15.	Can Uslay	GA Tech	2005	Marketing	No
16.	Linda Aab	GA State	1994	Marketing	No
17.	Steve Henson	GA State	1994	Marketing	No
18.	Barbara Gross	USC	1993	Marketing	Yes
19.	Tassu Shervani	USC	1991	Marketing	Yes
20.	Prem Shamdasani	USC	1990	Marketing	Yes
21.	Robert Windsor	USC	1989	Marketing	Yes
22.	Kerri Acheson	USC	1989	Marketing	Yes
23.	Joseph Ben-Ur	Illinois	1987	Marketing	Yes
24.	Robert Allerheiligen	USC	1986	Marketing	Yes
25.	Dennis E. Garrett	Illinois	1985	Marketing	Yes
26.	Sigurd V. Troye	Illinois	1984	Marketing	Yes
27.	Muzaffar A. Shaikh	Illinois	1983	Industrial Engineering	Yes
28.	Adam Finn	Illinois	1983	Marketing	Yes
29.	Bruce Kossar	Illinois	1983	Marketing	Yes
30.	Jane F. Mutchler	Illinois	1983	Accounting	No
31.	Abdolreza Eshghi	Illinois	1982	International Business	Yes
32.	Sundaresan Ram	Illinois	1982	Marketing	Yes
33.	John Wong	Illinois	1982	Marketing	Yes
34.	John Paul Uko	Illinois	1982	Marketing	Yes
35.	Peter Chalos	Illinois	1982	Accounting	No
36.	James E. Cox	Illinois	1981	Marketing	Yes
37.	Bruce Newman	Illinois	1981	Marketing	Yes
38.	Douglas A. Schellinck	Illinois	1981	Marketing	Yes
39.	Ganesan Visvabharathy	Illinois	1980	Marketing	Yes
40.	Michael R. Hagerty	Illinois	1980	Marketing	No
41.	Mary Ann Ross	Illinois	ABD	Agricultural Economics	No

42. Kassaye Wandowassen	Illinois	1979	Marketing	Yes
43. Stephen Cosmas	Illinois	1978	Marketing	Yes
44. Norah Grady	Illinois	1978	Marketing	Yes
45. Janice G. Hanna	Illinois	1978	Marketing	Yes
46. Rabi Bhagat	Illinois	1977	Organizational Behavior	Yes
47. Lawrence F. Sherman	Illinois	1977	Finance	No
48. David Key	Illinois	1976	Accounting	No
Name	**Institution**	**Year**	**Major**	**Chair**
49. Ivery Clifton	Illinois	1976	Agricultural Economics	No
50. Eric James Burton	Illinois	1976	Accounting	No
51. P. S. Raju	Illinois	1976	Marketing	Yes
52. Stephen Permut	Illinois	1976	Mass Communication	Yes
53. C. W. Park	Illinois	1975	Marketing	Yes
54. Seçil Tunçalp	Illinois	1975	Marketing	Yes
55. George W. Gau	Illinois	1975	Finance	No
56. Sherren Waung	Illinois	1974	Marketing	Yes
57. Michael Belch	Pittsburgh	1974	Marketing	Yes
58. Edwin Hackleman	Illinois	1973	Marketing	Yes
59. Terry Vavra	Illinois	1973	Marketing	Yes
60. Raymond Suh	Illinois	1972	Marketing	Yes
61. Paul Winn	Illinois	1972	Marketing	Yes
62. Leroy Davis	Illinois	1972	Agricultural Economics	No
63. Milan Smiljanic	Illinois	ABD	International Business	Yes
64. Paul A. Pellemans	Columbia	1970	Marketing	No
65. Brian M. Campbell	Columbia	1969	Marketing	No
66. S. Prakash Sethi	Columbia	1967	Marketing	No
67. Martin J. Gannon	Columbia	1967	Organizational Behavior	No

COURSES TAUGHT OVER THE YEARS

- Multivariate Methods (Ph.D.)
- Consumer Behavior Theory (Ph.D.)
- Marketing Theory (Ph.D.)
- Foundations of Marketing (Ph.D.)
- Marketing Seminar (Global) (MBA and BBA)
- Marketing Management (Executive MBA and MBA)
- Market Research (MBA)
- Consumer Behavior (MBA, Undergraduate)

- International Marketing (MBA, Undergraduate)

ACADEMIC SERVICE

EMORY UNIVERSITY

University Level

- Capital Campaign Committee, 2022 to present
- Michael C. Carlos Museum Strategic Plan Advisor, 2022 to present
- Honorary Doctorate Committee, 2021 to 2024
- Thomas Jefferson Award Committee, 2020 to present
- India Advisory Committee, 2016 to present
- Emory University Emeritus College (EUEC) Executive Committee, 2016 to present
- Marion Creekmore International Award Committee, 2013 to present
- Distinguished Faculty Lecture Committee, 2008 to present
- China Study Committee, 2012 to 2013
- Provost Search Committee, 2003 to 2004
- Presidential Advisory Council, 1996 to 2000
- Provost Search Committee, 1997 to 1998
- International Programs Research Funds Committee, 1997 to 1998
- International Programs Council, 1991 to 1995

College Level – Goizueta Business School

- Personnel Committee, 1999 to 2003, 2013 to 2015, 2022 to 2023
- Dean Search Committee, 2013 to 2014 & 1996 to 1998
- Globalization Committee, 2012 to 2018
- Executive MBA Program Committee, 2009 to 2018
- Non-Degree and External Affairs Committee, 2003 to 2011
- Chair, Research Committee, 1998 to 2000
- Member, Post Tenure Committee, 1995 to 1996
- Member, Globalization Task Force, 1995 to 1996
- Chair, Point System Committee, 1994 to 1996
- Founder and Director, Center for Relationship Marketing, 1993 to 2001
- Member, Associate Dean Search Committee, 1993 to 1994
- Member, MBA Curriculum Committee, 1993 to 1994
- Chair, Conflict of Interest Committee, 1993 to 1994
- Member, Executive Committee, 1992 to 1996
- Chair, CBD Director Search Committee, 1992 to 1993
- Member, Director of Development Search Committee, 1992 to 1993
- Tenure and Promotions Committee, 1991 to 1998

- Area Coordinator, 1991 to 1996
- Chair, Non-Degree and External Affairs Committee, 1991 to 1995
- Member, Research Committee, 1991 to 1992

UNIVERSITY OF SOUTHERN CALIFORNIA

University Level

- Special Committee on Appointments, Promotions and Tenure, 1988 to 1990
- Dean Search Committee, 1986 to 1988
- Appointments, Promotions and Tenure Committee, 1983 to 1988

College Level

- Executive Education Advisory Committee, 1990 to 1991
- Founder and Director, Center for Telecommunications Management, 1985 to 1991
- EMBA Core Faculty, 1985 to 1987
- Ph.D. Program Committee, 1984 to 1986
- Personnel Committee, 1983 to 1990; chair, 1987 to 1990
- Executive Programs Committee, 1983 to 1987
- Quest Committee on Ph.D. Programs, 1983 to 1984

Department Level

- Mission Committee, Chair, 1986
- Department Advisory Committee, 1983 to 1991
- Coordinator, Ph.D. Program, 1983 to 1984

UNIVERSITY OF ILLINOIS

University Level

- Honorary Degrees Committee, 1980 to 1983 (Chairman, 1982 and 1983)
- Statistics Programs Advisory Committee, Graduate College, 1980 to 1983
- Promotion and Tenure Committee, 1979 to 1984
- Title XII Policy Committee, 1979 to 1982
- Research Management Advisory Committee, Graduate College, 1979 to 1981
- Chancellor's Allerton Conference Committee, 1979 to 1980
- Graduate Study Committee on Statistics Programs, Graduate College, 1978 to 1980
- University Senate, elected from 1977 to 1982
- Senate Committee on Academic Freedom and Tenure, 1977 to 1980
- International Program, Long Range Planning Committee, 1976 to 1981
- Research Tools and Methods Committee, Graduate College, 1974 to 1978
- Executive Committee, Office of West European Studies, 1973 to 1977
- Study Committee of Programs Evaluation (SCOPE), 1972 to 1973

College Level

- Search Committee, Director of Executive Development Programs, 1975 to 1976
- Search Committee, Department of Accountancy Headship, 1973 to 1974
- College Executive Committee, elected several times between 1971 and 1983
- Ph.D. in Business Program Committee, 1969 to 1972

Department Level

- Department Head Search Committee, 1980 to 1981
- Chairperson, IBE Distinguished Professorship Search Committee, 1979 to 1982
- Departmental Advisory Committee, elected several times between 1973 and 1981
- Acting Head of the Department, 1970 to 1972 and 1978

PUBLIC SERVICE

Editorial Board Member

- Journal of Customer Behavior, 2002 to 2022
- Journal of Marketing Theory, 2000 to present
- Journal of Relationship Marketing, 1999 to present
- Journal of Strategic Marketing, 1998 to present
- Journal of Service Research, 1998 to present
- Customer Relationship Management Journal, 1998 to present
- Journal of International Marketing, 1998 to present
- Journal of the Academy of Marketing Science, 1980 to 2000
- Journal of Marketing, 1970 to 2000

Ad hoc Reviewer

- Decision Sciences
- Journal of Applied Psychology
- National Science Foundation
- Reviewer of Conference Papers for:
  - Academy of Marketing Science
  - American Marketing Association
  - Academy of International Business
  - Association for Consumer Research
- Reviewer of Doctoral Dissertation Competition for:
  - American Marketing Association
  - Academy of Marketing Science

Series Editor

- Legends in Strategic Marketing (LISM), Sage India, 2017 to present
- Legends in Consumer Behavior (LICB), Sage India, 2015 to present
- Legends in Marketing (LIM), Sage India, 2010 to present

- Advances in Telecommunications Management (JAI Press), 1988 to 1991
- Research in Consumer Behavior (JAI Press), 1983 to 1985
- Research in Marketing (JAI Press). 1976 to 2000

OTHER PUBLIC SERVICES

Conference Co-chair

- Conference Patron, Social Media Marketing, WE School & AIM, 2014
- Conference Co-chair, Tapping into Potential of Emerging Markets, MRSI and AIM, 2014
- Conference Co-chair, AIM-AMA Sheth Foundation Doctoral Consortium, 2012 to 2018
- Conference Co-chair, Marketing for Emerging Markets, Academy of Indian Marketing, 2010 to 2018
- Conference Co-chair, 1st International Conference on CRM, NDI, Delhi, India, 2000
- Conference Co-chair, Fifth Research Conference on Relationship Marketing, 2000
- Conference Co-chair, Fourth Research Conference on Relationship Marketing, 1998
- Conference Co-chair (with Albrecht Schollner), Emory-Berlin University Conference on Relationship Marketing, 1997
- Track Co-chair, First International Conference of AMA, Dublin, 1997
- Conference Co-chair, Third Research Conference on Relationship Marketing, 1996
- Track Co-chair, American Marketing Association Educators' Conference, Summer 1996
- Co-editor, Special Issue, International Business Review, Spring 1996
- Co-chair, AMA Faculty Consortium or Relationship Marketing, 1994
- Conference Co-chair, Second Research Conference on Relationship Marketing, 1994
- Chair, Special Interest Group on Relationship Marketing, AMA, 1993 to present
- Trustee, American Marketing Association Foundation, 1993 to present
- Track Chair, American Marketing Association Summer Educators' Conference, 1993
- Founder, Madhuri & Jagdish N. Sheth Foundation, 1992
- Conference Co-Chair, Relationship Marketing Conference, Emory University, April 1992
- Program Chair, Academy of Marketing Science, 1991
- Advisor, NTIA on Telecom 2000 Report, 1989
- Conference Co-chair (with Robert Pitts), AMA/De Paul University Workshop on Cross-cultural Marketing, 1986 to 1987
- Program Co-chair (with Chin Tiong Tan), First International Conference, Association for Consumer Research, Singapore 1985
- Program Co-chair (with Gary Frazier), Walter H. Stellner Symposium on Marketing, University of Illinois, 1985
- Program Chair, Conference on Export Promotion, University of Illinois, 1978
- Program Chair, 4th International Seminar in Marketing, Aix-en- Provence, France, 1977

- Marketing Track Chair, American Institute & Decision Sciences, Nat'l Conference, 1976
- Program Chair, American Psychological Association (Division 23), 1975
- Program Co-chair (with Peter Wright), National Conference on Social Marketing, University of Illinois, 1973
- Program Chair, AMA Doctoral Consortium, 1971
- Program Committee, AMA Educators Conference, 1970
- Program Co-chair (with William D. Wells), AMA Workshop on Multivariate Methods, University of Chicago, 1970.
- Program Chair, Conference on Buyer Behavior, Columbia University, 1969.

EXECUTIVE EDUCATION

Hundreds of presentations in at least 20 countries on different topics in marketing, leadership, competitive strategy, global competition, changing demographics, futures research, geopolitical realignment of nations, customer satisfaction, relationship marketing, innovation, and multivariate statistics.

Have custom designed seminars and curricula for numerous industries, including telecommunications, in the areas of competitive strategy and positioning for the future.

Participated in executive education programs at Harvard, MIT, Columbia, Illinois, USC, Duke CE, Wharton School, and Emory University.

CONSULTING AND ADVISORY SERVICES (among others):

Agriculture

Monsanto

CPG

General Foods
General Mills
Johnson Wax
Johnson Worldwide Associates
Lego
Pillsbury
Reynolds
United Breweries (Tuborg/Carlsberg Beer)

Energy

Amoco
American Petroleum Institute

Automotive

Aeroquip
Ford
General Motors
3M
Bf Goodrich

Conglomerate

Aditya Birla Group (India)
Avanta Group
General Electric
Tata Group (India)
Rpg Group (India)

Defense

Bae Systems

Con Edison Of New York
Exxon Mobile
Gas Authority Of India (Gail)
New York State Electric And Gas
Corporation (Nyseg)
Okhlahoma Gas & Electric
Petrolite
Southern Company

Health Care/Pharmaceuticals

Eli Lilly & Co.
Mallinckrodt
Marion Merell Dow
Merck
Pfizer
Johnson & Johnson
Shasun Chemical & Drugs

Professionals Services/Marketing - Management Consulting

Bechtel
Ernst & Young
Gemini Consulting
J. Walter Thompson
Kurt Salmon Associates
PricewaterhouseCoopers LLP
Young & Rubicam

Technology (IT)

Adaptive Broadband
California Microwave
Comstream
General Dynamics
Ingram Micro, Inc.
STC, Inc.
Wipro Limited (India)

Telecommunications con't

Southwestern Bell
General Dynamics
Rockwell

Financial Services/Insurance

Allstate Insurance
American Express
Blue Cross/Blue Shield
BYN Mellon Bank
Citicorp
Connecticut Mutual
Country Companies
John Hancock
State Farm

Manufacturing

Alcoa
RPG Industries
Rock Tenn
Rockwell International
Senco
3M
Square D (Schneider Electric)
Whirlpool

Telecommunications

Ameritech
AT&T
B.C. Telephone (Canada)
Bell Atlantic
Bell Laboratories
Bell Operating Companies
Bellsouth
BSNL (India)
Cable & Wireless
Cincinnati Bell
Cox Communications
Edison International
Lockheed Martin

Northrop
Philips (Netherlands)
Tektronix
Sprint (United Telephone)
TDS, Inc.
Telecom Canada
U.S. West
United Telephone
Federal Communications Commission (FCC)
Hong Kong Telephone
KPN Netherlands
Lucent Technologies
Northern Telecom
Nynex
Singapore Telephone (Singapore)
So. New England Telephone Co.

GOVERNMENT ADVISOR

- Economic Development Board, Singapore
- NTIA, Dept. of Commerce, U.S.A.
- Department of Transportation, U.S.A.
- Georgia Public Service Commission

BOARD MEMBERSHIP

- Norstan, Inc. (NASDAQ) 1997 to 2005
- Wipro Limited (NYSE) 1999 to 2015
- PacWest Telecomm, Inc. (NASDAQ) 2000 to 2004
- Shasun Chemicals & Drugs (India) 2001 to 2012
- Cryo-Cell International (NASDAQ) 2002 to 2008
- Shasun Pharma Solutions Limited (UK) 2007 to 2009
- Adayana, Inc. 2004 to 2008
- Manipal Acunova Private Limited 2006 to 2008

Non-Profit Boards

- Sheth Education Foundation, 2019 to present
- World Affairs Council of Atlanta, 2012 to 2023
- Community Foundation of Greater Atlanta, 2013 to 2016
- Sheth Foundation, Board of Trustees, 2002 to present
- Sheth Family Foundation (President), 2012 to present
- Georgia Indo-American Chamber of Commerce (GIACC), 2001 to 2004
- AMA Foundation, Board of Trustees, 1995 to 2003
- Academy of Marketing Science (Board of Governors), 1994 to 2010
- Center for Telecommunications Management USC, Board Member, 1985 to 2019
- Association for Consumer Research (President), 1984
- Advisory Council Member, ISR, University of Michigan, 1978 to 1981
- American Psychological Association, Consumer Psychology Division (President), 1978

ORGANIZATIONAL DEVELOPMENT

Founder and Director of the Center for Telecommunications Management (CTM), University of Southern California 1985 to 1991. Founded a management center for the telecommunications industry at USC to encourage academic-industry exchange on strategic market issues of the industry. CTM provides executive education, conducts academic research, offers national research grants to doctoral students, organizes research conferences, and publishes research papers and monographs. Its unique activity is Telecom Outlook which provides long-term forecasts on regulation, competition, customers, technology and international events and issues appropriate for the telecommunications industry.

Founder and Director of the Center for Relationship Marketing, Emory University, 1993 to 2001. The Center is a worldwide academic Center for research on supplier, customer, internal and alliance relationship; and organizes academic gatherings, research conferences, contractual industry research, as well as practice-oriented conferences.

Founder and Chairman, Academy of Indian Marketing (AIM), 2012. AIM is a consortium of 42 management institutes as charter members. Its mission is to encourage and support research publications in top journals by Indian and faculty in marketing. It organizes the AIM-AMA Sheth Foundation Doctoral Consortium each year, hosted by a member institute. It invites world-class marketing scholars to mentor doctoral students and young scholars in India. It also conducts faculty development workshops in specific areas of consumer behavior, marketing strategy, and marketing analytics.

PUBLICATIONS

BOOKS AUTHORED

1. Shroff, P, Sheth, J. N., Garrison, J, and Mehta, S. (2025) The Routledge handbook of global and digital governance crossroads: Stakeholder engagement and democratization. Routledge India.
2. Sheth, J. N., Parvatiyar, A., & Uslay, C. (2025). Marketing theory: Evolution and evaluation (Global Expanded ed.). John Wiley India
3. Sheth, J. N. & Shome, S. (2025) Handbook of vocational and education training-foundations for transforming the nation. Routledge.
4. Sheth, J. N. & Uslay, C. (2024) Navigating brand activism. Routledge.
5. J.N. Sheth & Suresh Sharma (2024) Digital shock-seven shocks that are shaping the future, Vibrant Publishers.
6. Firasta-Vastani, S & Sheth, J. N. (2024). Purpose-driven pricing: Leveraging the power of pricing for profit and societal good. Taylor & Francis.
7. Sheth, J. N. & Singh, G. (2024). India's road to transformation: Why leadership matters. Vibrant Publishers.
8. Shainesh, G., Sheth, J. N., & Jain, V. (in progress, 2024). Customer relationship management in the digital age. Laxmi Press India.
9. Sheth, J. N., & Jain, V. (in progress, 2024). Digital consumer behavior.
10. Sheth, J. & Jain, V. (in progress, 2024). Artificial intelligence and marketing.
11. Kotler, P., Keller, K., Chernoff, A., Sheth, J. N., & Shainesh, G. (2022). Marketing management (16th ed.). Pearson Education, India.
12. Sheth, J. N., Parvatiyar, A., & Uslay, C. (2022). Marketing theory: Evolution and evaluation of schools of marketing thought (Updated ed.). John Wiley India.

13. Sheth, J. N. (2021). The self-destructive habits of good companies (Updated edition). Pearson India.
14. Sheth, J. N., Uslay, C. & Sisodia, R. (2020). The global rule of three: Competing with conscious strategy. Palgrave Macmillan.
15. Sheth, J. N. (2020). The Howard-Sheth theory of buyer behavior. John Wiley India.
16. Sheth, J. N. (2017). Genes, climate and consumption culture: Connecting the dots. Emerald Publishing.
17. Apte, S., & Sheth, J. N. (2016). Sustainability edge. University of Toronto Press. (Reprinted in India by Jaico Books, 2019)
18. Sinha, M., Shah, R., & Sheth, J. N. (2016). Breakout strategies for emerging markets. Pearson Education.
19. Sheth, J. N. (with Yow, J.) (2014). The accidental scholar. Sage Response India.
20. Thomas, H., Lorange, P., & Sheth, J. N. (2013). The business school in the 21st century. Cambridge University Press.
21. Sheth, J. N., & Sisodia, R. (2012). 4 A's of marketing: Creating value for customers, companies and society. Routledge. (Reprinted in India by Routledge India, 2021).
22. Sheth, J. N. (2011). Chindia rising: How China and India will benefit your business (Updated Edition). Tata McGraw Hill. (Original work published 2008).
23. Sheth, J. N. (2007). The self-destructive habits of good companies and how to break them. The Wharton Publishing Group.
24. Sheth, J. N., Allvine, F. C., Uslay, C., & Dixit, A. (2007). Deregulation and competition: Lessons from the airline industry. Sage Publications India.
25. Sheth, J. N., Sisodia, R., & Wolfe, D. (2006). Firms of endearment: The pursuit of purpose and profit. The Wharton Publishing Group.
26. Sheth, J. N., & Sisodia, R. (2006). Tectonic shift: The geoeconomic realignment of globalizing markets. Sage India.
27. Sheth, J. N., & Shainesh, G. (2006). Customer relationship management: A strategic perspective. Macmillan Publishers India Ltd.
21. Sheth, J. N., & Mittal, B. (2004). Customer behavior: A managerial perspective (2nd ed.). Thomson/Southwestern Publishing.
22. Sheth, J. N., Widing, R. E., Jr., & others. (2003). Customer behavior: Consumer behavior and beyond (Pacific Rim edition). Thomson.
23. Sheth, J. N., & Sisodia, R. (2002). The rule of three: Surviving and thriving in competitive markets. Free Press.
24. Sheth, J. N., & Mittal, B. (2001). ValueSpace: Winning the battle for market leadership. McGraw Hill.
25. Sheth, J. N., & Sobel, A. (2000). Clients for life. Simon & Schuster.
26. Sheth, J. N., Saghafi, M., & Janowiak, R. (1999). Telecom outlook report. IEC.
27. Sheth, J. N., Mittal, B., & Newman, B. I. (1998). Customer behavior: Consumer behavior and beyond. Dryden Press.
28. Sheth, J. N., Saghafi, M., & Janowiak, R. (1997). Telecom outlook report. IEC.
29. Sheth, J. N., & Sisodia, R. (1997). A strategic vision of the wireless industry: Communications unbound. IEC.
30. Sheth, J. N., & Sisodia, R. (1996). The consolidation of the information industry. IEC.
31. Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. John Wiley and Sons.
32. Sheth, J. N., Saghafi, M., & Janowiak, R. (1996). Telecom Outlook Report. IEC.
33. Sheth, J. N., Saghafi, M., & Janowiak, R. (1995). Telecom Outlook Report. IEC.
34. Sheth, J. N., Saghafi, M., & Janowiak, R. (1994). Telecom Outlook Report. Center for

Telecommunications Management, USC.

35. Sheth, J. N., Newman, B., & Gross, B. (1991). Consumption values and market choices: Theory and applications. Southwestern Publishing Co.
36. Sheth, J. N., Gardner, D., & Garrett, D. (1988). Marketing theory: Evolution & evaluation. John Wiley and Sons.
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