

January 2019

CURRICULUM VITAE

JAMES AGARWAL

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CITIZENSHIP: CANADIAN

EDUCATION

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

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

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

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

ACADEMIC APPOINTMENTS

Haskayne Research Professor and Full Professor of Marketing: Haskayne School of Business¹, *University of Calgary*: 2017- & 2014- respectively.

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

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

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

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

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

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

Instructor of Marketing: College of Management, *Georgia Institute of Technology* (Georgia Tech), Atlanta, Georgia, USA: 1989–1993.

¹Alberta-Haskayne EMBA ranked in Top 100/Top 50 by *Financial Times/QS World University Ranking*. Haskayne MBA ranked in Top 100 by *The Economist* (London, UK) & in Top 5 by *Corporate Knights*.

INDUSTRY EXPERIENCE

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

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

TEACHING EXPERIENCE1. *PhD Program*

(1) Multivariate Statistics (MGST 797.25); (2) Philosophy of Marketing (MKTG 799.01)

2. *MBA & Alberta-Haskayne EMBA Program*

(1) International Marketing (MKTG 795²/ADMN 841); (2) Strategic Marketing (MGMT 6305/ADMN 840); (3) Marketing Research (ADMN 845); (4) Research Methods in Management (ADMN 838); (5) Marketing Management (ADMN 710); (6) Readings in Relationship Marketing (MGST 797.67)

3. *B.Com 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

Consumer Behavior

Marketing Research

Research & Statistical Methods:

Advanced Marketing Research

Cross Cultural Marketing Research

Multivariate Data Analysis & SEM

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, *Nanyang Technological University*, Singapore, July 2015.

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

Visiting Professor of Marketing, *Vienna University of Economics and 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, DuPree College of Management, *Georgia Institute of Technology (Georgia Tech)*, Atlanta, Georgia, USA, 2000-2001.

²MKTG & 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.

INVITED PRESENTATIONS

Indian Institute of Management, (IIM) Lucknow, India: Post-Conference Workshop at the Emerging Markets Conference Board Annual Conference, "Research Design Issues in Marketing Research" IIM (L), Noida Campus, New Delhi, January 6-8, 2017.

Nanyang Business School, Nanyang Technological University, Singapore and co-hosted by Asian Consumer Insights (ACI): "Internationalization Process and Entry Modes of Global Firms: A Conceptual Framework and the Significance of Cross-Cultural Research" July 15, 2015.

Indian Institute of Management (IIM), Calcutta, India: "The Efficacy of Formative vs. Reflective Measures of Corporate Reputation; An Information Processing Approach", July 8, 2015.

Haskayne School of Business, University of Calgary: Marketing Colloquium Series, "A Cross-National and Cross-Cultural Approach to Global Market Segmentation: An Application Using Consumers' Perceived Service Quality," March 19, 2010.

Direct Sellers Educational Foundation, Toronto: "Ethnic & Cultural Market Communities of Canada". Conference organized by the Direct Sellers Association, October 18, 2007.

Haskayne School of Business, University of Calgary: "Strategies for Scholarship & Team-Based Research", Terry White PhD Colloquium Series, January 14, 2005.

Haskayne School of Business, University of Calgary: "Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Nomological Framework" Marketing-iRC/MIS Colloquium Series, March 5, 2004.

Management Development Institute (MDI), New Delhi, India: "The Globalization of Business and Markets: Underlying Theories, Framework and Research Propositions," at the International Conference on Globalization of Business and Markets: Strategies for the 21st Century, December 20-22, 2001.

Deusto University, Bilbao, Spain: "Conducting Research across National Boundaries: Guidelines for Marketing Researchers," presented by Naresh K. Malhotra, January 10, 1997.

Deusto University, Bilbao, Spain: "Multidimensional Scaling Methodology for New Product Development: The State of the Art," presented by Naresh K. Malhotra, January 15, 1997.

University of Southern Queensland, Australia: "Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review," presented by Naresh K. Malhotra, September 1996.

RESEARCH INTERESTS

(1) *International & Global Marketing:*

Internationalization of Firms, Marketing Ambidexterity, Cross-Cultural Research, International Services Marketing, Political Risk, Emerging Economies, Globalization & Regionalization

(2) *Marketing Ethics:*

Organizational & Stakeholder Ethical Theories, Ethical Climate, Consumer Privacy Issues, Justice Theories, Self-Construct, Moral Self, and Organizational Reputation

(3) *Consumer Psychology:*

Attitude and Affect, Customer Engagement & Identification, Services and Wait Time, Branding, and Relationship Marketing

(4) *Marketing Research & Statistical Methods:*

Applied Multivariate Statistical Methods, Conjoint Analysis, Structural Equation Modeling (SEM), Psychometric Theory & Measurement, and Cross-Cultural Research Methodology

BEST PAPER AWARDS

(1) *Temple/AIB Best Paper Award Finalist* at the 2018 *Academy of International Business Conference* held in Minneapolis, MN. Paper entitled, “Does Country Really Matter in Transforming Customer-Based Reputation to Reputational Outcomes? Exploring the Context Dependence of Individual Culture,” (with Oleksiy Osiyevskyy).

(2) *Best-In-Track Paper Award in Branding and Brand Management Track* at the 2015 *American Marketing Association Conference* held in Chicago, IL. Paper entitled, “Customer-Based Brand Equity: A Meta-Analysis,” (with Khaneghah, M. Farrokhi).

(3) *Best-In-Track Paper Award in CRM and Relationship Marketing Track* at the 2013 *American Marketing Association Conference* held in Boston, MA. Paper entitled, “Modeling Consumer-Company Relationships: A Multi-Theoretical Justice Framework,” (with Naresh K. Malhotra and Katherine White).

(4) *Hans B. Thorelli Best Paper Award in International Marketing* at the 2004 *American Marketing Association Conference* held in Boston, MA. Paper entitled “Internationalization and Entry Modes: A Multi-theoretical Framework and Research Propositions”, (with Naresh K. Malhotra and Francis Ulgado) in *Journal of International Marketing*, 11(4), 2003, pp. 1-31.

(5) *William R. Darden Best Paper Award in Research Methodology* at the 2000 *Academy of Marketing Science Conference* held in Montreal, Quebec. Paper entitled, “Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross-Domain Generalizability and Choice Prediction”, (with Naresh K. Malhotra).

(6) *ANBAR Citation of Excellence* for the paper, "Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review," *International Marketing Review*, (with Naresh K. Malhotra and Mark Peterson) 13(5), 1996.

HONORS AND AWARDS

(1) Outstanding Reviewer Award (Top 10th Percentile), *Journal of Business Research*, January 2018.

(2) Received the *Haskayne Research Professorship*, Haskayne School of Business, University of Calgary November 2017.

(3) Top 10 Most Cited Article (Ranked #5) (Google Scholar Count: 1700+ as of February 2018) at the Haskayne School of Business, University of Calgary. Listed Top 12 Most Cited Article (Ranked #12) in *Information Systems Research* as of March 2017. Article titled, “Internet Users’ Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Causal Model.”

(4) Top 10 Most Cited Article (Ranked #10) in *International Marketing Review* (Google Scholar Count: 530+ as of February 2018); IMR Downloads – 11,000+ since 2006. Article titled, Methodological Issues in Cross-Cultural Marketing Research: A State of the Art Review.”

(5) Top 10 Most Cited Faculty Member (Ranked #8) (Google Scholar Count: 4100+ as of February 2018) at the Haskayne School of Business, University of Calgary.

(6) *CCAL Research Fellow*, Canadian Center for Advanced Leadership (CCAL) in Business, February 2013 to Current, Haskayne School of Business, University of Calgary.

(7) Listed in the *Most Prolific Scholars in International Business (IB) Research* (Ranked 89th out of 1819 scholars, Top 5 Percent) compiled by Cavusgil, Griffith, and Xu (2005), Michigan State University. This was based on research productivity in the top 5 IB journals (*JIBS*, *MIR*, *IMR*, *JIM*, and *JWB*) for the research period 1996-2005. Findings on emerging IB research themes published in Griffith, Cavusgil, and Xu (2008), *Journal of International Business Studies*, 39, pp. 1220-1235. Only 7 scholars are from Canadian universities.

HONORS AND AWARDS (CONT)

(8) Listed in the *Most Prolific Scholar in International Business (IB) Research* for articles published in *International Marketing Review* (Ranked 30th out of 552 authors, Top 5 Percent) for the period 1996-2006 by Xu, Yalcinkaya, and Seggie (2008), published in *Asia Pacific Journal of Management*, 25, pp. 189-207. Of the 552 authors, 439 authors (79.5%) appeared once, 82 authors (14.8%) appeared twice and 31 authors (5.6%) appeared three times or more. I was in the Top 45 List with a count of 4 articles.

(9) Recipient of the *Dean's Award for Outstanding Research Achievement* (Honorable Mention), September 2004, at the Haskayne School of Business, University of Calgary.

(10) Citation in the *Dean's Report (DuPree 2001) for Outstanding Scholarship* during Sabbatical Year (2000-2001) at Georgia Tech, Atlanta, Georgia, USA.

(11) Recipient of the *Saskatchewan Wheat Pool Research Professorship Award* and *Distinguished Professor*, University of Regina, Saskatchewan, 1997-1998 & 1999-2000.

(12) Nominee: *Alumni Association Award for Research Excellence* 1998, University of Regina.

(13) Nominee: *Vice-President Membership (Canada)*, Academy of Marketing Science 1997.

(14) First Prize Winner, 1997 *Manitoba International Marketing Competition (MIMC)* Award, University of Manitoba. Faculty Advisor: Second and Third Prize Awards in 1995 and 1996.

(15) Fellow, *American Marketing Association Doctoral Consortium*, MSU, East Lansing, 1992.

(16) Life Time Member, *Beta Gamma Sigma* and *Alpha Mu Alpha* 1989 - Present.

(17) Full Scholarship, *PhD Program* in Management, Georgia Tech, USA 1989-1993.

(18) Full Scholarship, *MBA Program*, Stromme Memorial Scholarship, Norway 1987-1989.

(19) Senior School *First Prize in Mathematics*, St James' School, Calcutta, India 1979-1980.

RECOGNITIONS

The 2017 *Albert Nelson Marquis 'Lifetime Achievement Award'*, New Jersey, USA.

The 2017 Recognition Award for 15 Years of Service at the University of Calgary, Canada.

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 *Who's Who in Canadian Business* [24th Edition 2004], University of Toronto Press, Canada. [Publication discontinued after 2004]

Listed in, *'Who's Who in Business Higher Education'* [2006], Academic Keys Database.

Citation of Journal Articles on Business Ethics at the UC/HSB Database listed in *Beyond Grey Pinstripes* 2003 – *Aspen Institute and World Resources Institute*.

RESEARCH GRANTS

Total Research Grant Received: \$360,000 +

I have received several research grants from the following funding sources: Haskayne Research Professorship Award, National Center for Middle Market Grant, Haskayne Research Excellence Award, CCAL Leadership Grant, HSB Dean's Research Grant, SSHRC Research Grant, Kahanoff Foundation Grant, Saskatchewan Health Research Grant & Saskatchewan Wheat Pool Professorship Grant.

RESEARCH GRANTS (CONT)

Haskayne Research Professorship Grant: 2018-2021 – \$40,000.

National Center for Middle Market Research Grant: 2018 – \$30,000, Fisher College of Business, Ohio State University.

Haskayne Endowment Excellence Award (FT Articles): 2004/2010/2015/2017, Total – \$20,000.

Canadian Center for Advanced Leadership (CCAL) Research Grant: 2013-2016 – \$30,000, Haskayne School of Business, University of Calgary.

SSHRC Research Grant (Inter-Disciplinary Team from Five Countries) – 2006 (May) Phase I Research Grant - \$20,000; *SSHRC Research Grant* – 2002 (February) – \$49,633.

Dean's Research Grant: 2002 – \$30,000, Haskayne School of Business, University of Calgary.

Kahanoff Foundation Research Grant: 2000 - \$15,000, Queens University, Ontario, Canada.

Strategic Research Grant (SSHRC) 4A – 2001 (June) – \$5,000; *Sabbatical Research Grant*, 2000 (June) – \$3,000; *President's SSHRC General Research Grant* [University of Regina]

Travel Grant: 2001–\$1,000; 2000–\$750; 1999–\$375; 1998–\$1,500; 1995–\$1,800; 1994–\$3,000.

Saskatchewan Wheat Pool Professorship Award: 1997&1999 – \$8,000, University of Regina.

Saskatchewan Health Research Grant: 1994 – \$130,000, University of Regina & University of Saskatchewan.

EDITORIAL REVIEW BOARDS

Editorial Board Member: *Journal of International Marketing* (2015 – Present)

Editorial Board Member: *International Marketing Review* (2013 – Present)

Editorial Board Member: *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)

REVIEWER - JOURNALS

Regular Reviewer:

Journal of International Marketing
 International Marketing Review
 Journal of the Academy of Marketing Science
 Journal of Business Ethics
 Journal of Business Research
 Journal of Service Research

Ad-Hoc Reviewer:

Journal of Marketing Research
 MIS Quarterly
 Journal of Management Studies
 European Journal of Marketing
 Psychology & Marketing
 Canadian Journal of Administrative Sciences
 Review of Marketing Research

BOOKS & JOURNALS (SI) EDITED

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

- This is Volume 1 of 9 Volume Series edited by Series Editor Jagdish N. Sheth, Emory University Atlanta, GA, USA. Other 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 978-3-319-74128-4 (Hard Bound); ISBN 978-3-319-74129-1 (eBook). Downloads 6100+ (December 2018).

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

(3) Malhotra, Naresh K. and James Agarwal (2019), *Relationship Marketing: A Stakeholder Perspective*, World Scientific Publishing, New Jersey, USA, About 400 pages, In Progress.

(4) Malhotra, Naresh K. and James Agarwal (2019), Co-Editor & Managing Guest Editor, Special Issue on *Ethics and Morality in Customer-Brand Relationships*, *Journal of Business Research*, Vol. 95 (February), pages 392-552, Elsevier Publisher.

- This special issue focuses on state-of-the-art scholarly papers that develop, integrate, extend, and refine ethics/morality-based theories, models, and frameworks on customer-brand relationships. Contributors include: Naresh K. Malhotra, James Agarwal, CB Bhattacharya, O.C. Ferrell, Shelby Hunt, Tomas Hult, Gene R. Laczniak, Patrick Murphy, Bodo Schlegelmilch and several others.

(5) Dhruv Grewal, Gopal Das, James Agarwal, Mark T. Spence, & Dinesh Gauri (2020), Co-Editor, Special Issue on *Retailing and Emergent Technologies*, *Journal of Business Research*. In Progress.

RESEARCH IMPACT (METRICS)

Citation Count (as of January 10, 2019): 4700+; *H*-Index: 22, *I10*-Index: 27, and *G*-Index: 59
Source: Google Scholar <http://scholar.google.ca/citations?user=qGIVnssAAAAJ> and Harzing's Publish or Perish.

Eight articles have received in excess of 100 citations each. These are: *Information Systems Research* (2004)–1944; *International Marketing Review* (1996)–592; *International Marketing Review* (2005)–277; *International Marketing Review* (1994)–269; *Journal of International Marketing* (2003)–263; *Journal of Business Research* (2005)–219; *Journal of Business Ethics* (1999)–182; *Journal of International Marketing* (2010)-116.

ARTICLE RE-PRINTS

Several of my articles were re-printed in *Legends in Marketing (LIM) Series*: Vol. 1-9, 2011, Series Editor Jagdish N. Sheth, Sage Publications.

Journal of International Marketing (2010) in Vol. 6, pp. 299-331, LIM Series, 2011

Journal of Business Research (2005) in Vol. 4, pp. 94-113, LIM Series, 2011

International Marketing Review (2005) in Vol. 6, pp. 224-248, LIM Series, 2011

Information Systems Research (2004) in Vol. 9, pp. 3-32, LIM Series, 2011

Journal of International Marketing (2003) in Vol. 6, pp. 3-31, LIM Series, 2011

Management International Review (2002) in Vol. 6, pp. 147-175, LIM Series, 2011

Journal of Relationship Marketing (2002) in Vol. 5, pp. 59-87, LIM Series, 2011

ARTICLE RE-PRINTS (CONT)

International Marketing Review (1998) in Vol. 6, pp. 116-146, LIM Series, 2011

International Marketing Review (1996) in Vol. 2, pp. 240-275, LIM Series, 2011

International Marketing Review (1994) in Vol. 6, pp. 213-223, LIM Series, 2011

Journal of Euro-Marketing (1992) in Vol. 6, pp. 67-86, LIM Series, 2011

BOOK CHAPTERS

1. 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.
2. Agarwal, James and Oleksiy Osiyevskyy (2018), "Does Country Really Matter? Exploring the Contextual Effect of Individual Culture in Reaping the Relational Benefits of Customer-Based Reputation," Forthcoming (Eds.) David Deephouse, Naomi Gardberg, and William Newbury, *Global Aspects of Reputation and Strategic Management, Research in Global Strategic Management*, Forthcoming, Vol. 18, 2018.
3. 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.
4. 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.
5. 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.
6. 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 "Legends in Marketing", pp. xxxvii-lii, Sage Publication.
7. Agarwal, James (2011), *Legendary Contributions to Conjoint Analysis, Multidimensional Scaling, and Life Itself* in *Research Methodology: Conjoint Analysis, Multidimensional Scaling & Related Techniques*, in "Legends in Marketing", pp. 246-269, Sage Publication.
8. Agarwal, James (2010), *Marketing Research - An Applied Orientation* by Naresh K. Malhotra, Sixth Edition, 2010, Book Chapter contribution on *Structural Equations Modeling*, Chapter 22, pp. 690-725, Prentice Hall, New Jersey.
9. 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.
10. 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.

REFEREED PUBLICATIONS

1. 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.
2. 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.
3. 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.
4. 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. [Google Citation: 7]
5. 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. [Google Citation: 30]
6. 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. [Google Citation: 31]
7. 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. [Google Citation: 45]
8. 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**). [Google Citation: 35]
9. 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.
10. 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. [Google Citation: 116]
11. 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: 18] Re-Printed in *Harvard-Deusto Business Review*, July-August 2011, pp. 6-13.
12. 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**). [Google Citation: 52]

REFEREED PUBLICATIONS (CONT)

13. 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.
14. 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: 20] Re-Printed in *Spanish Edition*, September-December 2008, pp. 593-627.
15. 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. This book is part of a six-volume set drawing together seminal and cutting-edge papers on qualitative and quantitative marketing research.
16. 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. [Google Citation: 58]
17. 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.
18. 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**). [*Google Citation: 277]
19. 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. [*Google Citation: 219]
20. 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**. [*Google Citation: 1944]
21. 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. [Google Citation: 66]
22. 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**. [*Google Citation: 263]
23. 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. [Google Citation: 86]
24. 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. [Google Citation: 41]

REFEREED PUBLICATIONS (CONT)

25. 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. [Google Citation: 17]
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TRACK CHAIR, SESSION CHAIR & DISCUSSANT – CONFERENCES

- 2019 – Track Chair for Managing Experience Across Platform Based Businesses at the *Emerging Markets Conference Board Annual Conference, IMT*, Ghaziabad, New Delhi, India January 6-8, 2019.
- 2017 – Track Chair for Marketing Research Methods & Tools to Capture Voice of Customers Session at the *Emerging Markets Conference Board Annual Conference, IIM (L)*, Noida, New Delhi, India January 6-8, 2017.
- 2016 – Session Chair for Marketing Metrics & Analytics Session at the *Academy of Marketing Science Annual Conference*, Lake Buena Vista, Florida May 18-21, 2016.
- 2016 – Track Chair for Cross-Cultural Marketing in Emerging Markets at the *Emerging Markets Conference Board Annual Conference*, hosted by *Chulalongkorn Business School, Chulalongkorn University*, Bangkok, Thailand January 6-8, 2016.
- 2015 – Track Co-Chair and Session Chair for Measurement, Research and Analytics in Emerging Markets at the *Emerging Markets Conference Board Annual Conference*, hosted by *Institute of Management Technology (IMT Ghaziabad/Dubai)*, Dubai UAE January 20-22, 2015.
- 2013 – Session Chair for Alternative IB Methodologies Competitive Session at the *Academy of International Business (AIB) Conference*, hosted by *Sabanci University, Koc University, and Ozyegin University*, Istanbul, Turkey, July 3-6, 2013.
- 2012 – Track Chair for the International Marketing Track and Marketing Research Track at the *Global Conference on SME, Entrepreneurship, and Service Innovation (GCSMES)*, *Griffith University*, Gold Coast, Queensland, Australia, July 12-13, 2012.

TRACK CHAIR, SESSION CHAIR & DISCUSSANT – CONFERENCES (CONT)

- 2009 – Track Chair for the *International Marketing Track* at the *Global Marketing Conference*, Korean Academy of Marketing Science and Management Development Institute, New Delhi, India November 19-22, 2009.
- 2008 – Track Chair for the Macromarketing Research Methodology Track at the *33rd Annual Conference of the Macromarketing Society*, hosted by *Clemson University*, Clemson, South Carolina June 4-7, 2008.
- 2008 – Track Chair for the *Marketing Research Track* at the *2008 Society for Marketing Advances Conference*, St Petersburg, Florida November 4-9, 2008.
- 2006/2007 – *SSHRC Reviewer & External Assessor* for the Standard Research Grant.
- 2004 – Discussant for the Marketing Strategy Competitive Paper Session, “Perceptual Fit and Consistency Issues” at the *Academy of Marketing Science (AMS) Annual Conference*, Vancouver, British Columbia, Canada, May 26-29, 2004.
- 2002 – Chair, Session on Relationships in a Business-to-Business Setting, at *The Academy of Marketing Science (AMS) Annual Conference*, Sanibel Island, Florida, May 29-June 1, 2002 [proxy for Naresh K. Malhotra].
- 2001 – Discussant for the International Marketing and Exporting Track at the *Academy of Marketing Science (AMS), World Marketing Congress*, held in Cardiff, Wales, United Kingdom, June 27-July 1, 2001.
- 2000 – Discussant for the Global Marketing Track at the *Academy of Marketing Science (AMS) Annual Conference*, held in Montreal, Quebec, May 24-27, 2000.
- 2000 – Discussant for the Research Methodology Track at the *Academy of Marketing Science (AMS) Annual Conference*, held in Montreal, Quebec, May 24-27, 2000.
- 1999 – Discussant for the Services Marketing Track at the *Society for Marketing Advances (SMA) Annual Conference*, held in Atlanta, Georgia, October 26-30, 1999.
- 1998 – Panelist for the Special Session on Attitude Modeling: Issues and Measurement at the *Institute for Operations Research and Management Science (INFORMS) Conference*, held in Tel-Aviv, Israel, June 28-July 1, 1998.
- 1998 – Discussant for the International Business Track at the *Administrative Sciences Association of Canada (ASAC) Annual Conference*, held in Saskatoon, Saskatchewan, Canada, May 30-June 2, 1998.

REVIEWER – CONFERENCES

- *2019 Academy of International Business (AIB) Conference*, Copenhagen, Denmark, June 24-27, 2019.
- *2017 Academy of International Business (AIB) Conference*, Dubai, UAE, July 2-5, 2017.
- *2016 American Marketing Association (AMA) Summer Educators Conference*, Atlanta, GA, August 5-7, 2016.
- *2015 Academy of International Business (AIB) – Hosted by Indian Institute of Management (IIM) – Bangalore, India. June 27-30, 2015.*
- *2014 Academy of International Business (AIB) – Hosted by Simon Fraser University - Vancouver, British Columbia. June 23-26, 2014.*
- *2014 American Marketing Association (AMA) Summer Educators Conference*, San Francisco, CA, August 1-3, 2014.

REVIEWER – CONFERENCES (CONT)

- *2012 Academy of International Business (AIB)* – Hosted by *George Washington University and University of Maryland* – Washington, DC, USA June 30-July 3, 2012.
- *2011 Academy of International Business (AIB)* – Hosted by the *Nanzan University* – Nagoya, Japan, June 24-28, 2011.
- *2009 Association for Consumer Research Asia-Pacific Conference (AP-ACR)* – Hosted by the *Indian School of Business* – Hyderabad, India, January 2-4, 2009.
- *2006 Academy of Marketing Science/Korean Academy of Marketing Science (AMS/KAMS)*, Cultural Perspectives in Marketing Conference in Seoul, South Korea, July 12-15, 2006.
- *2005 Administrative Sciences Association of Canada (ASAC)* – Marketing Division of the ASAC Conference in Toronto, Ontario, Canada, May 28-31, 2005.
- *2003 Administrative Sciences Association of Canada (ASAC)* – Marketing Division and Case Track Division of the ASAC Conference in Halifax, Nova Scotia, Canada, June 14-17, 2003.
- *2002 Administrative Sciences Association of Canada (ASAC)* – Marketing Division of the ASAC Conference in Winnipeg, Manitoba, Canada, May 25-May 28, 2002.
- *2001 Administrative Sciences Association of Canada (ASAC)* – Marketing Division of the ASAC Conference in London, Ontario, Canada, May 26-May 29, 2001.
- *2001 Academy of Marketing Science Conference (AMS) World Marketing Congress* – International Marketing Track of the AMS Bi-annual Conference in Cardiff, Wales, United Kingdom, June 27-30, 2001.
- *2000 Academy of Marketing Science Conference (AMS)* – Research Methodology Track of the AMS Annual Conference on “Marketing: Looking Forward, Looking Back” in Montreal, Quebec, May 24-27, 2000.
- *1999 Society for Marketing Advances (SMA)* – Services Marketing Track for the SMA Conference to be held in Atlanta, Georgia, October 26-30, 1999.
- *1998 Academy of Marketing Science Conference (AMS)* – Marketing Research Track of the AMS Multicultural Marketing Conference in Montreal, Quebec, September 28-30, 1998.
- *1998 Administrative Sciences Association of Canada (ASAC)* – International Business Track of the ASAC Conference on “Managing In Concert,” in Saskatoon, Canada, May 30-June 2, 1998.
- *1997 Academy of Marketing Science Conference (AMS)* – Consumer and Business Buyer Behavior Track, 1997.

PHD & MASTER’S THESIS SUPERVISION

- Vaarun Vijairaghavan (Business Technology Management): *PhD Candidacy Exam Committee*, 2018, Haskayne School of Business, University of Calgary.
- Yizhe Lin (Marketing): *PhD Supervisor*, 2014-Current, 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.

PHD & MASTER'S THESIS SUPERVISION (CONT)

- Xianfang Zeng (Marketing): *PhD Supervisory Committee*, 2015-Current, Haskayne School of Business, University of Calgary.
- Daniel Sun (Marketing): *PhD Supervisory Committee*, 2016-Current, 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): *Master's Supervisory Committee*, Faculty of Engineering, University of Regina, Saskatchewan, August 5, 1998, Supervisor Dr. Jack Katzberg.
- D. Brock Barber (Computer Science): *Master's Supervisory Committee*, Computer Science, University of Regina, Saskatchewan, March 21, 1997, Supervisor: Dr. H. J. Hamilton.

MANAGEMENT DEVELOPMENT & CONTRACT RESEARCH

- 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 1997-1998
“*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.

MANAGEMENT DEVELOPMENT & CONTRACT RESEARCH (CONT)

- Saskatchewan Health Research Project (July 1994) – Conducted Marketing Research Project on “*Marketing Potential of Health Databases and Data Products.*” This project was jointly awarded to the Faculty of Administration, University of Regina and the College of Commerce, University of Saskatchewan in July 1994 and was completed in February 1995. Research findings presented to the Deputy Minister of Health, Saskatchewan in March 1995.

UNIVERSITY SERVICE

- Member, *Research Strategy Steering Committee*, Advisory Group to Dean, Haskayne School of Business, University of Calgary, 2017 – Present.
- *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 – Present.
- 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 December, 2010.
- 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 (Wife: Pritam Agarwal, Teacher with Calgary Board of Education) with Four Boys: Joel (Bio-Sciences, University of Alberta); Joshua (Chemical Engineering, University of British Columbia); Johanan (Electrical Engineering, University of British Columbia); & Joseph (Sir Winston Churchill High School, Calgary)
- Religion: Christianity
- Country of Birth: India
- Citizenship: Canadian

COMMUNITY INVOLVEMENT

- Member, Center Street Church (CSC), Calgary, Alberta, September 2002 – Present; 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.
- 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 the Inter-Varsity Christian Fellowship (IVCF), Power to Change, and Navigators at the University of Calgary.

REFERENCES

- Available Upon Request