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**McCoy College of Business**
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## EDUCATION

Ph.D. in Marketing: The University of Arkansas, Fayetteville.
Executive M.B.A. : Loyola College, University of Madras, India.
B.Sc. in Statistics : Loyola College, University of Madras, India.

## AWARDS & GRANTS

Rotary International Grant for University Faculty to serve in Developing Countries (1995 & 1996).
Union Camp Corporation Grant for dissertation research (1992).
Citibank Grant for dissertation research (1992).
Glaxo Laboratories citation for the best execution of the promotion program for *Ceporan* and *Haliborange* (1984).
National Institute of Information Technology citation for maximum new account openings (1985).
Hindustan Petroleum Corporation Limited citation for commissioning the highest-selling diesel outlet in southern India (1988).
Young Manager of the Year trophy presented by the Indian Institute of Technology and Madras Management Association, for three consecutive years (1985-1988).

## EXPERIENCE

**Associate Professor of Marketing**, McCoy College of Business, Texas State University - San Marcos. Taught the first university-level course in the nation on *Cybermarketing*, for honors students in Spring, 1998. 1992-Present.
**Instructor**, Department of Marketing, University of Arkansas, Fayetteville. 1989-92.
**Director**, Arkansas Household Research Panel. 1990-92.
**Adjunct Faculty Member**, Services Marketing, K.J. Institute of Hospital Administration, Madras, India.1988-89.
**Sales Officer and District Coordinator**, Hindustan Petroleum Corporation Limited (HPCL). HPCL was formerly Exxon, and is India's fifth largest corporation. Responsible for the sale of all petroleum products to industrial, reseller, and retail markets. Also acted as an industry-wide coordinator and ombudsman in the industrial zone of Madras city. 1985-89.
**Business Executive**, National Institute of Information Technology (NIIT). NIIT is an Indian multinational involved in information systems consultancy and training. Responsible for marketing consultancy and training, and servicing clients' accounts in Madras and in the state of Andhra Pradesh. 1985.
**Medical Representative**, Glaxo (India) Limited, India's largest pharmaceutical company. Responsible for the sale of pharmaceutical products through prescriptions, over-the-counter, and hospitals/institutions in the city of Trivandrum, India.1983-85.

## PUBLICATIONS

Several publications on using the Internet as an educational tool and global strategic business alliances.

## CONSULTING

LCRA, r.j.kolar, Technology Foundation of America, The Indian Express Group, Doordarshan Kendra, Parrys Confectionery Ltd., Sanmar India Ltd., Godrej & Boyce Manufacturing Ltd., Confederation of Indian Industry, National Council for Applied Economic Research, and J.C. Penney.