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Associate Professor of Marketing
Daniels College of Business
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EDUCATION

Ph.D. (Business Administration), University of Arizona, 1992, Major: *Marketing*, Minor: *Judgment and Decision Support Systems*.

Post-Graduate Diploma in *Industrial Management*, Indian Institute of Science, India, 1986.

Bachelor of Engineering (Honors) (*Mechanical Engineering*), Calcutta University, India, 1984.

ACADEMIC HONORS AND AWARDS

Grant (\$22,000) from the Center for Teaching and Learning at DU for a project on "Improving Basic Writing Skills in Marketing Students," 2005-06.

Fulbright lecturing/research scholar award in Portugal, 2002-03.

MBA core Diamond Award for teaching excellence, Daniels College of Business, University of Denver (DU), 2000, 2001.

Daniels Award for Excellence - Professor of the Year, 1997-98.

Grants from Center for Internationalization at DU, 1992, 1993, 1994, 1995 (3), 1996 (2), 1997 (2), 1998 (2), 1999 (2), 2000 (2), 2001 (2), 2002 (2), 2003 (2), 2004 (2), 2005 (2).

Research grants from Daniels College of Business, 1992, 1993, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2006.

Sabbatical Leave Award from the University of Denver (January – June 1998; January – March 2005)

Southwestern Doctoral Symposium Fellow, 1990.

AMA Doctoral Consortium Fellow, 1989.

University of Arizona Graduate Academic Scholarship Award, 1987-88.

Rhodes Scholarship Finalist, 1986.

Institute Fellowship at Indian Institute of Science, Bangalore, 1984-85.

Ranked Fourth in Class of 1984 in B.E., Calcutta University.

Merit Scholarship, Calcutta University, 1980-84.

National Merit Scholar, Government of India, 1978.

PROFESSIONAL GOAL

To foster scholarly activities by means of discovery of new ideas, integration of cross-disciplinary knowledge, application of marketing theory in business world, and dissemination of

state-of-the art quality erudition. Additionally, to pursue an enlightened practice, professional achievement, and a commitment to lifelong learning, within an increasingly global economy.

RELEVANT EXPERIENCE

Associate Professor (with tenure), Department of Marketing, Daniels College of Business, University of Denver (1997-present).

Acting Director, International Business Programs, Daniels College of Business, University of Denver (2001).

Assistant Professor, Department of Marketing, Daniels College of Business, University of Denver (1991-97).

Research Assistant, Department of Marketing, Karl Eller Graduate School of Management, The University of Arizona (1987-91).

Marketing Engineer (Export), Worthington Pump Limited, India (1986-87).

Academic Research

Published Dissertation:

Paul, Pallab (1992), "Market Structure Analysis Using Managerial Judgments: Toward Development and Validation of an Expert System for Competitive Strategy Decisions," (Chair: Professor Dipankar Chakravarti), Department of Marketing, Karl Eller Graduate School of Management, The University of Arizona, Tucson, AZ 85721.

Journal articles (refereed):

Maenpaa, Katariina, Antti Kanto, Hannu Kuusela, and Pallab Paul*, "More Hedonic versus Less Hedonic Consumption Behavior in Advanced Internet Bank Services," *Journal of Financial Services Marketing*, forthcoming in 2006.

Paul, Pallab (2005), "Innovative Marketing in the E-commerce Space," *Innovative Marketing*, volume 1, no. 1, pp. 96-110.

Paul, Pallab and Kausiki Mukhopadhyay (2004), "Experiential Learning in International Business Education," *Journal of Teaching in International Business*, volume 16, no. 2, pp. 7-25 (lead article).

Paul, Pallab and Kausiki Mukhopadhyay (2003), "The Impact of International Travel Component of the Executive MBA Curriculum on Participant Learning," *Marketing Education Review*, volume 13, no. 3, Fall, pp. 1-16 (lead article).

Mukhopadhyay, Kausiki and Pallab Paul (2003), "Organizational Differences in Hinduism and Islam and their Impact on the Women's Movement on Indian Subcontinent," *Asian Studies Review*, volume 27, no. 4, December, pp. 419-442 (lead article).

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (2002), "Partitioned Presentation of Multi-Component Bundle Prices: Evaluation, Choice and Underlying Processing Effects," *Journal of Consumer Psychology*, volume 12, no. 3, pp. 215-229.

Paul, Pallab and Kausiki Mukhopadhyay (2001), "Using Information Technology for Active Learning in International Business Education," *Marketing Education Review*, volume 11, no. 3, Fall, pp. 81-89.

Kuusela, Hannu and Pallab Paul * (2000), "A Comparison of Concurrent and Retrospective Verbal Protocol Analysis," *The American Journal of Psychology*, vol. 113, no. 3, pp. 387-404.

Takala, Tuomo & Pallab Paul * (2000), "Individual, Collective and Social Responsibility of the Firm," *Business Ethics - A European Review*, Vol. 9, no. 2, pp. 109-118.

Paul, Pallab (1997), "Organizing A Travel Course in Hong Kong and Singapore," *Marketing Education Review*, 7, 1, Spring, pp. 71-78.

Paul, Pallab and Dipankar Chakravarti (1996), "Market Structure Analysis Using Managerial Judgments: A Framework and an Experimental Test," *Competitive Intelligence Review*, vol. 7 (4), pp. 46-56.

Paul, Pallab (1996), "Marketing on the Internet," *Journal of Consumer Marketing*, vol. 13, no. 4, pp. 27-39.

Burnett, John J. and Pallab Paul (1996), "Assessing the Media Habits and Needs of the Mobility Disabled Consumer," *Journal of Advertising*, vol. XXV, no. 3, Autumn, pp. 47-59.

Mahajan, Jayashree, Asoo Vakharia, Pallab Paul and Richard Chase (1994), "An Exploratory Investigation of the Interdependence between Marketing and Operations Functions in Service Firms," *International Journal of Research in Marketing*, 11, pp. 1-15.

Invited Publications:

Paul, Pallab and Kausiki Mukhopadhyay (2003), "Verbal Protocol Analysis," *The SAGE Encyclopedia of Social Science Research Methods*, Eds. Lewis-Beck, Bryman and Liao, Sage Publications, Thousand Oaks: CA, pp. 1180-1 (CHOICE 2004 Outstanding Academic Title Award; RUSA 2004 Outstanding Reference Source Award).

Mukhopadhyay, Kausiki and Pallab Paul (2001), "Capitalism is Leaseism in West Bengal," *Tripura Express*, June, Agartala, India.

Burnett, John J. and Pallab Paul (1996), "Reliable Data Needed to Target Mobility-Disabled Consumers," *Marketing News*, vol. 30, no. 24, November 18, p. 15.

Burnett, John J. and Pallab Paul (1996), "Understanding the Disabled Consumer," *Daniels College of Business Newsletter*, Autumn.

Published Books:

Asheghian, Parviz, Bahman Ebrahimi, Pallab Paul, John Burnett, and Kausiki Mukhopadhyay * (2003), *Technology Transfer in the Global Economy*, University of Phoenix.

Paul, Pallab, Kausiki Mukhopadhyay and John Burnett (2002), *Global Business: Culture and Organization*, Dripping Springs, TX: Leyh Publications.

Paul, Pallab, (2001), Web edition of *Introducing Marketing* by John Burnett, New York, NY: John Wiley & Sons.

Cases:

"Shalom of Israel: The expansion Decision" in *Marketing Management– A Relationship Approach* by Svend Hollensen, Prentice Hall, Europe, 2001.

"What's Your Bag? The eBags Story."

"Frontier Airlines – Spirit of the West."

International Conference Proceedings (refereed):

Hutton, Bruce and Pallab Paul (1996), "The Impact of Transportation on Sustainable Development: A Citizens' View," in *Proceedings of the Association for Consumer Transportation: International Conference*, Association for Commuter Transportation.

Paul, Pallab, Dipankar Chakravarti and Jayashree Mahajan (1995), "Using Managerial Judgments for Marketing Structure Analysis: Some Exploratory Experimental Findings," in David W. Stewart and Naufel J. Vilcassim (eds.), *Proceedings of the Winter Marketing Educators' Conference*, American Marketing Association.

Paul, Pallab and Elisabeth Gilster (1992), "The Effect of Culture Specific Advertising on Consumer Perception: A Cross-cultural Study," accepted for publication in the *Proceedings of European Summer Conference of the Association for Consumer Research* (declined publication in the proceedings in order to submit to a journal later).

Mahajan, Jayashree and Pallab Paul (1989), "The Impact of Interdependencies between Marketing and Operations on Service Effectiveness and Efficiency," in Terry C. Childers (ed.), *Proceedings of the Winter Marketing Educators' Conference*, American Marketing Association.

International Conference Presentations (refereed):

Hutton, R. Bruce and Pallab Paul (1996), "What is a Sustainable Colorado?" presented at *Colorado Sustainable Development Conference*, Denver (invited presentation).

Mahajan, Jayashree, Dipankar Chakravarti and Pallab Paul (1995), "Managerial Judgments in Competitive Market Structure Analysis: Additional Empirical Results," presented at the *Institute for Operations Research and the Management Sciences Conference*, New Orleans.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1995), "The Impact of Product Complementarity on Consumers' Evaluations of Product Bundles," presented at the *Marketing Science Conference*, 1995, The University of New South Wales, Sydney.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1995), "Bundling Transactions: Effects on Fairness Perceptions, Judged Desirability and Choice," presented at the *Marketing Science Institute Conference on Behavioral Perspectives on Pricing*, Boston.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1994), "Bundling Transactions: Effects on Choice," presented at the *Association for Consumer Research Conference*, 1994, Boston.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1994), "Bundling Transactions: Effects on Fairness Perception," accepted at the *Association for Consumer Research Conference*, Singapore.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1994), "Bundling Transactions: Effects on Consumer Perception and Choice," (with Dipankar Chakravarti, Rajan Krish and Joydeep Srivastava) presented at the *Marketing Science Conference*, The University of Arizona, Tucson.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1993), "Augmented Product Bundles: Effects of Loss Frame on Perceived Value and Choice," presented at the *Operations Research Society of America/The Institute of Management Science Joint National Meeting*, Phoenix.

Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava * (1993), "Developing Augmented Product Bundles: Effects of Framing on Perceived Value and Choice," presented at a special session at the *Association for Consumer Research Conference*, Nashville.

Paul, Pallab, Dipankar Chakravarti, and Jayashree Mahajan (1993), "An Exploratory Study of the Use of Managerial Judgments As Inputs in Competitive Market Structure Analysis," presented at the *Marketing Science Conference*, Washington University, St. Louis.

Paul, Pallab, Dipankar Chakravarti, Rajan Krish, and Joydeep Srivastava (1992), "Consumer Involvement and Knowledge as the Determining Factors in Product-Bundling and Pricing:

Possible Managerial Implications,” presented at the *Marketing Science Conference*, London Business School.

Paul, Pallab, and Dipankar Chakravarti (1990), “Framing and Bundling Choice Alternatives: Effects on Perceived Value and Choice,” presented at the *Marketing Science Conference*, University of Illinois, Urbana-Champaign.

Selected Work in Progress:

Paul, Pallab, “Interrelationships between Cultural Values and Marketing Ethical Norms between Professionals in India and the USA,” under second review in *Journal of International Marketing*.

Mukhopadhyay, Kausiki and Pallab Paul, "Organizational Differences in Hinduism and Islam and its Impact on the Legal Status of Hindu and Muslim Women in India and Pakistan," under review in *The Journal of Scientific Study of Religion*.

Bacon, Donald R., John Burnett, and Pallab Paul*, “Market Orientation and Performance among Non-Profit Organizations.”

Kuusela, Hannu, Dipankar Chakravarti and Pallab Paul*, “Decision-making Performance as a Function of Actual and Self-perceived Knowledge.”

Paul, Pallab, Spiros Gounaris, and Vlasis Stathakopoulos*, “The Antecedents and Consequences of e-Satisfaction.”

Bacon, Don and Pallab Paul, “The Effects of Product Exclusivity on Reference Group Influence.”

Note: * indicates all authors have contributed equally. Authorship order has been determined alphabetically.

Teaching:

Courses Taught:

International Marketing (advanced graduate & undergraduate elective), Autumn 1994; Winter, Autumn 1995; Autumn 1996; Summer 1997 (at John Cabot University, Italy); Winter 1998 (at Indian Institute of Management, India); Autumn 1998 (at University of Jyväskylä, Finland); Winter, Spring 2001; Winter, Spring 2002; Winter, Spring, Autumn 2003; Winter, Spring, Autumn 2004; Spring, Autumn 2005; Winter 2006.

Doing Business in Europe: Denmark, Estonia, Finland, Norway and Sweden (advanced graduate & undergraduate elective, travel course), Summer 2005.

Global Business and Marketing (advanced graduate & undergraduate elective), Autumn 1999; Winter 2000; Autumn 2001; Summer 2002; Winter 2003; Autumn 2003.

Comparative Marketing Practices in Cuba and the U.S.A. (advanced graduate & undergraduate elective, travel course), Winter 2003.

Global Business (core course in the Mountain MBA program), Winter 1999; Winter 2000; Winter 2001.

Global Perspectives (graduate core), Winter, Summer, Autumn 1994; Winter, Summer, Autumn 1995; Winter, Summer 1996; Winter, Spring, Autumn 1997; Spring 1998 (at Bilkent University, Turkey), Autumn 1998; Winter, Spring, Autumn 1999; Winter, Summer 2000.

Comparative Business Strategies in Hong Kong, Singapore, and the US. (advanced graduate & undergraduate elective, travel course), Summer 1993; Summer 1994; Summer 1995; Summer 1996; Winter 1997; Summer 1998.

Global e-Commerce (advanced graduate & undergraduate elective), Spring, Autumn 2001; Summer 2002.

Internet Marketing (advanced graduate & undergraduate elective), Autumn 1998 (at Helsinki University, Finland); Spring 1999; Summer 2002 (at Victoria University, New Zealand); Winter 2003; Summer 2003 (at Catolica University, Portugal).

Marketing on the Internet and e-Commerce (advanced graduate & undergraduate elective), Summer, Autumn 1999; Summer 2000; Spring 2001 (at ESCEM, France); Summer 2003; Summer 2004; Summer 2005.

e-Business Strategy (advanced graduate & undergraduate elective), Autumn 2000; Summer 2001; Winter 2002; Spring, Winter 2003; Winter 2004; Winter 2005.

e-Business Strategy - The French Perspective (advanced graduate & undergraduate elective, travel course), Winter 2001.

e-Strategy in Seattle (advanced graduate & undergraduate elective, travel course), Summer 2000; Summer 2001.

International Business through e-Commerce (advanced graduate & undergraduate elective), Autumn 2000; Summer 2001; Summer 2003; Summer 2004; Summer 2005.

Current Marketing Perspectives (advanced graduate and undergraduate elective), Spring, Winter 2004; Spring, Autumn, Winter 2005; Spring 2006.

Marketing Strategy (advanced graduate and undergraduate core), Autumn 1991; Winter, Spring, Autumn 1992; Winter, Spring 1993; Spring 1998 (at Bilkent University, Turkey); Autumn 2000 (at Universidad Torcuato di Tella, Argentina); Autumn 2003; Winter, Spring, Autumn 2004; Spring, Autumn 2005; Winter 2006.

Marketing Management (graduate core), Autumn 1993; Winter 1994.

Introduction to Marketing Management (undergraduate core), Winter, Spring, Autumn 1992; Winter, Autumn 1993; Winter 1994; Winter 1995.

Marketing Research (advanced undergraduate core for marketing majors), Summer 1988; Summer 1989; Summer 1990; Summer 1991; Summer 1998; Summer 1999; Summer 2000.

Promotional Strategy (advanced undergraduate elective), Spring 1991.

Public Relations in Marketing (advanced undergraduate elective), Spring 1989 - Summer 1991.

Marketing Internships (graduate/ undergraduate elective), Winter, Spring, Summer, Autumn 1994; Spring, Summer, Autumn 1995; Winter, Spring, Summer 1996.

Marketing Independent Studies (graduate/ undergraduate elective), Winter, Spring, Summer, Autumn 1994; Spring, Summer, Autumn 1995; Winter, Spring, Summer 1996.

Note: According to the student evaluations (available upon request), my teaching ratings have been significantly higher than the Department and the College averages. Typically my average teaching rating is 4.7 on a 5.0 point scale.

Guest/visiting Lectures:

Kuwait University, KUWAIT, March 2005.
Tongji University, PEOPLES REPUBLIC OF CHINA, December 2004.
Semester at Sea (nine Pacific Rim countries), June – August, 2004.
Portuguese Catolica University, PORTUGAL, May-July, 2003.
Victoria University of Wellington, NEW ZEALAND, July-October, 2002.
Ecole Superieure De Commerce Et De Management, FRANCE, March-April, 2001.
Universidad Torcuato di Tella, ARGENTINA, October-November, 2000.
Parma University, ITALY, April - May, 1999.
University of Jyvaskyla, Tampere University, Hame Polytechnic, Helsinki University, FINLAND, October-December, 1998.
Bilkent University, TURKEY, January - May, 1998.
Indian Institute of Management, Calcutta, INDIA, December 1997; December 1998 – January 1999; October 2001; December 2003; January – February 2005; July – August 2005.

Selected Services:

Member of the *Faculty Senate* at the University of Denver, 1993-95.
Member of the *International Committee* at the Daniels College of Business, 1992-present.
Member of the *Scholarship Steering Committee* at the Daniels College of Business, 2005 - present.
Member of the curriculum development team for *Managing in the Global Century (International Business)* courses at the Daniels College of Business, 1993 - present.
Member of the curriculum development team for the *Managerial* section of the Executive MBA program at the Daniels College of Business, 2003 - present.
Member of the *Strategic Planning committee*, Daniels College of Business, 2001 - 2003.
Took leadership role to generate linkages between DU and several universities in Argentina, Finland, France, Greece, India, Italy, New Zealand and Turkey.
Took leadership role in order to organize the Southeast Asian DU Alumni groups and recruit students from that region.
Ad-Hoc reviewer, National Science Foundation, 2005.
Advisory board member of *E-Business: Annual Edition 2001-02*, Ed. Robert Price, McGraw-Hill/Dushkin, Guilford, CT, 2000.
Reviewed *Globalization and International Business*, South-Western College Publishing/Thomson Learning;
International Business: Analysis and Strategy by Hill, South-Western College Publishing/Thomson Learning;
Global Marketing: A Market-Responsive Approach by Svend Hollensen, Prentice Hall;

Global Marketing: An Interactive Approach by Gillespie, Jeannet and Hennessey, Houghton Mifflin;
Export Feasibility Analysis (a supplemental text on exporting) by Nicholas Williamson, Irwin;
Strategic Marketing: A Competency Building Approach by Mohan Sawhney, Prentice Hall;
Marketing by William Zikmund and Michael d'Amico, West Publishing;
Contemporary Marketing Research by McDaniel and Gates, Thomson Learning.

Faculty advisor for students with *International Business* major, 1993- present.
 Faculty mentor for freshman students 1998-99, 2000-01, 2001-02, 2002-03, 2003-04, 2004-05, 2005-06.
 Supervised numerous Marketing, International Business and E-Commerce *Independent Studies*.
 Faculty facilitator for eleven Leadership Challenge Weekends.
 Faculty facilitator for twenty four Outdoor Leadership Experience Weekends & three Bootcamps.
 Liaison faculty between the department and the Penrose Library.
 Reviewer for *Proceedings for Association for Consumer Research Conference*, 1992, 1993, 1994, 1996; and for *American Marketing Association Summer Educators' Conference*, 1996.
 Session Chair in the *Association for Consumer Research Conference*, 1992, 1994, 1996.
 Good citizen of the community (e.g., donated blood, volunteered at the Colorado Special Olympics, helped the local library, supported the environmentally conscious groups).

Industry:

Executive MBA program faculty for *Global Business and Leadership* (core course), Spring 1999; Spring, Summer 2000; Summer 2001; Spring 2002; Winter 2003; Winter, Autumn 2004; Spring, Summer 2005.
 Executive Training on *Global E-commerce*, through Center for Managerial Development, DU, April 2001.
 Ad-Hoc Marketing Expert for Interview, Channel 9 News (NBC affiliate in Denver).
 Created a Roundtable group (www.netleaders.org) consisting of local e-commerce company CEO's and academics, Fall 1999.
 Pro-bono consultant to domestic as well as international companies, such as *International Development Enterprises, Colorado Lottery, H2O on Tap, Mountain Valley Weavers, Frontier Airlines, Colorado Opera*.
 Keynote speech at the *Parma Chamber of Commerce Assembly*, Italy, May 1999.
 Presentation on "Doing Business in India" to *International Business Association of the Rockies*, Spring 1995.
 Organized and chaired a business seminar on *Doing business with India* which featured the Ambassador of India in the US and many other dignitaries, Winter 1996.
 Faculty internship at *Information Handling Service* (IHS), December 1994 - February 1995.
 Supervision of numerous student internships with local and international corporations.
 Marketing Engineer, responsible for export activities, *Worthington Pump Ltd.*, India, 1986-87.

PROFESSIONAL AFFILIATIONS

American Marketing Association; Association for Consumer Research; Institute for Operations Research and Management Sciences; Internet Chamber of Commerce, Denver; Netleaders.org; North American Case Researchers' Association.

References available upon request.