

To: The Search Committee
From: Joby John, *Former Dean and Tom Galloway Professor of Marketing at UL Lafayette*
Date: April 6, 2020
Re: Application for UL Monroe President position

After 21 years of leadership roles in governance and administration, and in the design and launch of our top priority programs propelling Bentley to the #30s in national rankings, I was offered Bentley's McCallum Graduate School Deanship. For family reasons, I turned down that offer to serve as UL Lafayette's Business Dean. As Dean, I significantly raised college endowment and rankings, leading with a new vision and strategic plan through AACSB reaffirmation, two new accreditations, new degree programs including a 100% online program. With the arrival of a new Provost, I transitioned to faculty status. Teaching after many years has been most refreshing. I better understand the current student population and faculty challenges. I am now refreshed and eager to make significant impact with my leadership and entrepreneurial skills. I am NOT looking for just another leadership position but one that is a significant 'stretch-challenge' and a mutual fit.

Anything less is of no interest to me. The ULM President position interests me for two reasons:

1. **My academic training and work experience** coincides very well with many of ULM's unique strengths:
 - ULM's powerful professional programs built on a strong Arts and Sciences base align with my broad-based foundation in Pharmacy and Business academic degrees and diverse work experience in health care, pharmaceuticals, packaged goods, and professional services practice in twelve different countries.
 - The tremendous potential from ULM's successful online programs aligns with my leadership experience in academic (content) packaging and delivery such as in blended, accelerated, and dual degree options, an almost existential imperative for higher-ed which will continue to be even more so in the future.
 - The new VCOM offers unbelievable potential requiring a leader with the academic and business experience in a medical field. My experience on the LHS and University Hospital and Clinics Boards in Lafayette and health care experience provides me an unique background to champion the potential.
2. **ULM's academic programs are primed for national recognition** that fit with my background and vision:
 - College of Arts, Education & Sciences: Each of the 3 schools can pivot to achieve unique points of differentiation in content and delivery. Case in point is the Board of Regents program of excellence – Atmospheric Science which must be enhanced and strategically leveraged to world-wide prominence.
 - College of Business & Social Sciences: Its online programs are excellent templates to develop creative blended and accelerated options in synergistic opportunities such as Computer information Systems/Computer Science with AI or business analytics specializations, among other such options.
 - College of Pharmacy: Unique status and quality must be leveraged to attract students world-wide and employers nation-wide to locate in Louisiana. Creative collaborations with La Tech (e.g., pharmaceutical engineering and other possibilities) can be envisioned as huge economic development opportunities.
 - College of Health Sciences: The Nursing program with its online and hybrid programs also present numerous collaborative options with other health programs across ULM and within the UL System.

As a highly energetic, enterprising and collaborative leader, my priority is to secure faculty/staff trust for vigorous and enthusiastic support critical to accomplish institutional mission and strategic goals. With ULM's assets, and particularly with my background in pharmacy and business, I would aim for an **across-the-board 30% growth in five years**. Just a few examples of goals which I can confidently accomplish are:

- A \$100 million capital campaign following visioning with a new comprehensive strategic plan, for scholarships and professorships for strategic and targeted recruiting of students and faculty.
- Increase enrollment to at least 12,000 while keeping tuition at the level of ULM's peers. Increase student retention with commensurate graduation and time-to-graduate rates through higher faculty and student engagement (NSSE metrics) resulting in improved employment and starting salaries.

- Launch collaborative degree and revenue-producing non-degree programs with sister UL System universities. For example, with the technology foundation in my pharmacy degree, and with an extensive and successful leadership experience in new program development, I can see a collaborative pharmaceutical engineering program with La Tech as a distinct possibility. Think of academic programs as products fabricated from materials (majors) made of compounds (courses) composed of elements (learning modules) with protons, neutrons and electrons (lessons). Using this analogy, one can creatively mix and match intellectual assets to produce programs to meet employer and market needs.
- With business incubator and venture/seed capital experience at LEDA, statewide connections at SBDC centers, and personal relationships over the years with current and former leaders at state-level initiatives at LABI, Blueprint LA, Blue Ocean etc., I will tirelessly pursue mutually beneficial public-private partnerships to create an eco-system for entrepreneurship and business development and dramatically increase ULM's role as an economic development driver in the Northeast Louisiana region.
- With my 'Quality Matters certification' and online teaching experience, I would immediately review all programs with the goal of discovering any and all academic programs that could be accelerated.

My other priority goals would be in areas that encompass - net revenue by program, emerging workplace trends, new sources of revenue (e.g., Executive/Professional programs), resources for STEM programs and research, ULM's SBDC founding tradition, comprehensive career preparation producing top-notch graduates grounded in practice-based experiential learning to recharge the Northeast Louisiana economy. To achieve these goals, I will focus on building faculty confidence behind a new vision and strategy with campus-wide participation and quick decisive actions, transforming ULM's financial status with ambitious revenue targets while aggressively building a significant endowment to be less dependent on State Funds.

To demonstrate how I can achieve these targets, I shall now address ULM's priorities in the President position prospectus in three clusters: (A) Leadership, Strategy and Shared Governance, (B) Students - Enrollment, Engagement, Diversity and Inclusion, and (C) Revenues, Philanthropy and Financial Sustainability. For each, I offer an approach with a few examples from my expertise and experience.

- A. **Leadership, Strategy and Shared Governance** – To dramatically raise ULM profile and rankings with aggressive fund raising and increased traditional revenue from tuition as well as auxiliary revenues such as from corporate partnerships and grants, the next President must not only have wide-ranging leadership experience in higher education, but, also have a diverse 'real world' business experience.

The immediate need is to re-vision and collaboratively develop a 5-yr strategic plan to build creative revenue-producing programs to expand ULM's reach beyond its traditional markets. The President must shape the "new" ULM through a new vision and strategic plan to produce results directed by the UL System.

I bring almost 40 years of academic experience - 16 years of diverse leadership split evenly between Dept Chair at a highly ranked private institution in the Northeast US - Bentley (5,000 business students); and, Dean (3,000+ students) at an 18,000+ public university with 8 colleges at UL Lafayette. In many ways, ULM's competitive situation and culture is very similar to any other institution in the UL System. The new ULM must expand its portfolio of programs in both content and delivery to an expanded world-wide marketplace.

As ULM's primary leader, I would personally conduct regular town-hall meetings on strategic plan progress, solicit ideas and feedback and quickly make corrective changes. The President must keep open lines of communication with the faculty. As a leader who believes in shared governance, I always build consensus before making the "big" decisions, but, move quickly as needed. I embrace the servant-leader principle to serve the community (internal and external stakeholders) by understanding and providing what it needs.

- B. **Students - Enrollment, Engagement, Diversity and Inclusion** – The strategic plan must include a thorough analysis of revenue-drivers to prioritize recruiting efforts by program net-revenue and potential for national visibility and rankings. Each program will strategically match student and employment demand. With faculty and staff support, I will build a strong student engagement culture.

At Bentley, we conducted 5-yr Program Reviews with annual reports becoming progress updates to the 5-yr strategic plan. Program reviews covered ranking, competition, market demographics & enrollments, net revenues (tuition & fees vs. costs & scholarships), dedicated infrastructure assessments, program distinctiveness, brand name recognition and visibility measures, student outcome metrics (graduation rates, time-to-graduate, placements and starting salaries, etc.), including status of faculty and staff needs, gaps, evaluations, performance and morale. At ULM, each college strategy team would look for interdisciplinary program opportunities in STEM areas, as well as other collaborative opportunities within the UL System.

By virtue of my ethnic heritage, extensive world travel and work in 12 countries, to say “I value diversity,” would be a gross understatement. I served on Bentley’s first diversity task force in 1980s, long before it became a fashionable buzzword. I have a broad definition of ‘meaningful and relevant’ diversity. Using my extensive international connections, I will solicit and facilitate academic exchanges to secure opportunities in different levels of engagements for students and faculty. These efforts will not only help increase enrollment of international students, but, also enhance ULM’s diversity and national profile. A culture that is not just respectful of diversity, but, in fact, thrives on it, is important to me. The world is a better place because of our diversity at any level. The university must be an exciting and safe place to learn and grow.

C. **Revenues, Philanthropy and Financial Sustainability** – Immediately begin a VERY aggressive, high intensity and well-publicized capital campaign with specific priorities based on a new vision and 5-yr strategic plan. The effort should include college-specific cases of academic program, student, faculty and staff needs. Continually work the financials with the CFO and Provost to detect untapped cost efficiencies and seek opportunities to increase net revenue with academic and other initiatives.

My multi-disciplinary academic training and business experience enables me to easily transition between academic and practitioner conversations on theory and practice to diverse audiences. To be successful in fund-raising, you have to make a strong case to the donor/supporter. As an example of “making the case,” during years of persistent budget cuts, I made numerous presentations at professional association chapters in the South, securing funds for a new FT faculty position for our Professional Landman (Oil & Gas) program which was in danger as a low completer program. Enrollment quadrupled in three years.

As a priority, I will aggressively focus on reaching all living ULM Alumni. Alumni participation levels have an outsized-impact on rankings. Corporate employee matching programs will be tapped as powerful fund-raising vehicles. I would invite alumni, business and civic leaders to campus for faculty and students to build a network of professional relationships. Examples of my experiences in monetizing corporate connections:

- a. Customized screening/selection of graduates/interns for a fee, at different “membership levels.”
- b. Faculty, Graduate and UG Honors students as teams studying and solving problems for a fee/retainer.
- c. Develop and deliver training programs integrated into annual corporate training budgets.

In Conclusion: Higher-ed is being redefined by such pressures as ballooning student debt, demand for accountability, budgetary challenges, changing national demographics, rapid world-wide economic development, innovations in pedagogies and program delivery, just to name a few. We must monitor and stay ahead of trends, and quickly respond to this new reality by turning challenges into opportunities. A strong leader is inclusive, appropriately incorporating and reconciling diversity of thought. Transparency and inclusivity are necessary ingredients for success. Successes bring visibility. Then, supporters (public and private) proud of our work become eager to provide resources and assistance which helps us build the brand and in turn helps us accomplish even more successful outcomes. And, the cycle continues.

To end on a personal note, my father was one of 10 aviation professionals in pre-independence India to train in Europe and launch India’s Directorate General of Civil Aviation. I am currently obtaining my private pilot license. I am an amateur drone hobbyist. I will be a passionate supporter of ULM’s aviation programs.

I would be most honored and delighted if you will allow me the opportunity to elaborate on my candidacy.

Respectfully submitted.



JOBY JOHN

EDUCATION

Ph.D. Business Administration (Marketing)
Oklahoma State University, Stillwater, OK
M.B.A. (Marketing)
Madras University, Coimbatore, India
B.S. (Honors) Pharmacy
Birla Institute of Technology and Science, BITS - Pilani, India

Selected Professional Development

- Harvard University Case Teaching Workshop, Boston, MA
- Harvard University Case Writing Workshop, Boston, MA
- CASE Advancement Workshop, Houston, TX.
- SAP - ERP Sales and Distribution Module Training, Waltham, MA
- American Academy of Advertising Faculty Internship - Lowe and Partners, NYC
- Direct Marketing Educational Foundation Faculty Workshop, NYC

ACADEMIC EXPERIENCE

2015 - Present	Tom Galloway Endowed Professor of Marketing
2007 - 2014	Dean and Professor of Marketing B.I. Moody III College of Business Administration University of Louisiana at Lafayette
1999 - 2007	Professor and Chair of Marketing, Bentley College, Waltham, MA
1998	Instructor, UC Berkeley Worldwide Program in Chile and Colombia
1992 - 1999	Associate Professor of Marketing, Bentley College, Waltham, MA
1986 - 1992	Assistant Professor of Marketing, Bentley College, Waltham, MA
1984 - 1986	Instructor, Oklahoma State University, Stillwater, OK

INDUSTRY EXPERIENCE

1982 - 1983	Group Product Manager SALEQUIP (Division of FINOLEX Cables - India Ltd.)
1980 - 1982	Professional Service Officer PFIZER (India) Ltd.
1979 - 1980	Special Promotions Assistant to Branch Manager ITC Ltd. (B.A.T., UK subsidiary in India)
1977 Summer	Quality Control Intern HOECHST Pharmaceuticals (India) Ltd.

SELECTED LEADERSHIP SKILLS AND ACCOMPLISHMENTS

- Strategic Planning and Implementation
Experienced in 5-year College strategic planning and implementation; annual college faculty retreats in public and private university contexts; and, Graduate School strategic planning.
- Accreditation Experience
AACSB re-affirmation, Initial Accreditation of Accounting (AACSB), and, Hospitality Management (ACPHA) programs at UL Lafayette; and Regional Accreditations (Southern and New England). Served on several AACSB Peer Review Team Accreditation visits.
- Endowments and Fund-raising
Worked closely with University Advancement and doubled College Endowment in 7.5 years to over \$30 million; including outreach for program and facility naming.
- Innovative and Cross-disciplinary Program Development
Designed or executed the launch of MS Accounting, MS Real Estate Management, MS Marketing Analytics, Executive MBA, Full-time Cohort Day MBA, Graduate Certificate in Banking and Financial Services, Interdisciplinary Liberal Arts Major in International Culture and Economy, and, Business Faculty Development Programs under USAID grants.
- Online Programming
Launched 100% online Graduate Business Certificate and added several UG 100% online business courses as Dean.
- Organizational Leadership, Faculty Recruiting and Annual Evaluations
Responsible for recruiting and annual evaluations of 55 FT faculty in 5 Academic Departments, 9 UG majors and 3 Graduate programs as Dean; and, of 20 FT faculty as Department Chair in one of 8 Business Departments at Bentley University.
- Budget Management and Control
Managed a \$12 million annual operating budget and disbursement of funds from \$30 million college endowment for 8 chairs, over 80 professorships and over 100 student scholarships.
- Centers and Institutes Supervision
Oversight of Sales Lab, and, Small Business Development Center as Dean, and, Center for Marketing Technology as Department Chair.
- Community Outreach and Engagement
Served on Boards such as Chamber of Commerce, General Hospital System, City Mayor's International Center etc.; Co-founded Business Accelerator, and, secured community support for Student Business Incubator; and, founded the Acadiana CFO Roundtable.
- Change Management
Reorganized college structure following review of Dean's office, Dept. Chair and Staff position, budgetary program attritions, and, established new positions for program launches.

SELECTED SERVICE TO THE ACADEMY AND PROFESSION

- Sole-authored and co-authored texts, and co-edited Research Monograph.
- Co-founded Services Special Interest Group for the American Marketing Association.
- President of the Boston Professional Chapter of the American Marketing Association.
- Served on Journal Editorial Boards and Dissertation Committees.
- Served as Conference Chair, Track Chair, Session Chair and Invited Panelist.
- Taught UG, Grad, and Executive Development in twelve countries across all continents.

Current Civic Engagements

- Member, Advisory Board of La Rochelle Business School (Excelia Group), La Rochelle, France. <https://www.excelia-group.com/en/group/introducing-group/our-governance>
- Immediate Past Chair, Board of Directors of the International Center of Lafayette City and Parish International Consolidated Government. <http://www.lecentre.org/English/Pages/Mission.aspx>
- Member, Board of Directors, Opportunity Machine – Lafayette Business Accelerator <https://www.opportunitymachine.org/about-om>
- Member, Quality, Satisfaction and Safety Committee, Lafayette General Health System. <https://www.lafayettegeneral.com/>
- Instructor, Pricing Products Workshop, Small Business Boot Camp, Lafayette Economic Development Authority, Lafayette <https://www.opportunitymachine.org/events/small-business-boot-camp-1>
- Volunteer – Meals on Wheels, and, VITA (Volunteer Instructor for Training Adults)

LEADERSHIP EXPERIENCE

Dean, B.I. Moody III College of Business (July 2007 to December 2014) University of Louisiana at Lafayette

- Over 2500 students in eight undergraduate majors, three graduate programs and a graduate online certificate in business.
- About 65 faculty members, of which about 55 are fulltime in four academic departments.
- *AACSB International* accredited with separate AACSB Accounting program accreditation, and, separate accreditation for program in Hospitality Management (ACPHA).
- One of the largest of 8 colleges at the University of Louisiana at Lafayette and with the largest endowment figures in all categories of faculty and student support.

Primary duties – accomplish university and college mission; maintain accreditations; lead strategic planning for the college; hire and retain qualified faculty; oversee academic departments and programs; conduct annual performance reviews, administer college operating budget; raise funds and administer about \$30 million in endowments; and, conduct engagement and outreach activities. Direct supervision of Associate Dean, three Assistant Deans, four Academic Department Heads, Engagement and Outreach Officer, Manager of Information Systems and Media, and the Director of the *Louisiana Small Business Development Center* at UL Lafayette. Serve on Provost’s Deans Council and Deans’ Advisory for University Advancement Division.

Major College Accomplishments -

- Almost doubled College endowment to over \$30 million during my 7.5 years tenure as Dean
- Successful reaffirmation of College AACSB accreditation, including newly acquired Hospitality Program (2011) from the dissolved College of Applied Life Sciences
- Successful initial accreditation of the Accounting Program with AACSB (2012)
- Successful initial accreditation of the Hospitality Management Program - Accreditation Commission for Programs in Hospitality Administration (2013)
- Designed and launched Executive MBA program (2012)

- Launched the MS Accounting Program (2014); program has best first-time CPA pass rate in Louisiana
- Launched the 100% Online Graduate Certificate in Business Program (2014)
- Installed “Digital Measures” for faculty intellectual contributions database (2014)
- Established Moody Executive Institute (2009)
- Established the Chief Financial Officer Roundtable for 50 largest companies in Greater Lafayette (2008)
- Launched the Acadiana CFO Economic Sentiment Index (2008)
- Established Sales Lab with corporate sponsorship to train student teams who were immediately being ranked in national sales competitions, also improving college rankings.
- Initiated student-established annual “Business Week” of activities and events with Dean’s office support
- Initiated design and plan as proposal to raise funds for Trading Floor
- Established Entrepreneur-in-residence to help students with start-up ideas for business incubator
- Established Executive-residence as a resource for faculty and students
- Departmental restructuring and program reorganization following budget cuts (2009 to 2012)
- AACSB official peer review team member accreditation review visits and informal coaching and reviews
- First college to participate in University Freshman program for Living and Learning Communities
- Chaired Louisiana Business Deans’ Team for 2+2 articulation of statewide agreement with community colleges

Selected University Service

- Member of Provost Deans’ Council – Academics oversight implementation of strategy
- Deans Advisory for University Advancement Officers
- Member, Intellectual Property and Tech Transfer Council
- Deans Advisory for Campus Development Master Plan
- Chair, Search Committee for Founding Director of University Innovation Office (Intellectual Property & Tech Transfer Dept)
- Project Director for UL Lafayette for University of Louisiana System’s 5-year Economic Impact Study
- Salary and Benefits Review and Recommendations Task Force
- SACS (Southern Association of Colleges and Schools) Program Review Committee

Selected Civic Service as Dean -

- Advisory Board of La Rochelle Business School (Sup de Co), La Rochelle, France – informal mentor for initial accreditation with AACSB
- Served as coach for various AACSB related requirements for schools preparing for accreditation in France, Morocco, and India.
- Board Member of SBAA (Southern Association of Business Deans)

- Board of Directors of the International Center of Lafayette Consolidated Government
- Founding and Steering Committee of the business accelerator, the Opportunity Machine at the Lafayette Economic Development Authority
- Advisory Board of the World Trade Center, New Orleans
- Lafayette Consolidated Government Comprehensive Plan Citizen’s Advisory Committee
- Lafayette Consolidated Government Urban Architect Selection Committee.
- Board of Directors of The Rotary Club of Greater Lafayette
- Advisory Board for Louisiana Coalition for Capital
- Board of Trustees of Lafayette General Health System
- Board of Directors of Lafayette General Surgical Hospital
- Board of Directors of Lafayette General Medical Doctors
- Board of Directors of Lafayette General University Hospital and Clinic
- Board of Directors of The Greater Lafayette Chamber of Commerce
- Designed and conducted Breakout sessions for Annual Chamber of Commerce Retreats

Chair, Department of Marketing (1999-2007)
Bentley University

Leadership for 25 faculty, including tenured, tenure track and non-tenure track faculty and about 5-10 part-time faculty, teaching almost 150 graduate and undergraduate classes each year and covering 15 undergraduate and 10 graduate marketing courses, serving approximately 500 BS Marketing majors, 50 Marketing minors, 50 MS in Marketing Analytics graduate students and over 100 Marketing concentrators in the MBA program.

Primary duties – annual performance reviews and salary recommendations for over 20 marketing faculty, annual individual faculty work load planning discussions, department operating and capital budget management, and, scheduling of classes.

- Oversight of *MS in Marketing Analytics*, previously called MS in Information Age Marketing; redesigned as part of a 5-year program review in 2004 with a quantitative focus to respond to changing employer market need.
- Administered department through committees for strategic planning, curriculum, scholarly activities, and recruiting, in addition to coordinators for the honors and minors programs, and course coordinators for required core marketing curriculum.
- Responsible for the *Center for Marketing Technology* launched in 2000, a state-of-the-art teaching and research facility with a 40-seat main classroom and 4 break-out rooms, one of which is a focus group facility; and supervision of the center manager and director. Helped design the facility and obtain corporate sponsorships for research and teaching.
- Member of Graduate Council – graduate school strategy in programs and curriculum.
- Attended regular winter and summer University Academic Affairs Division and the McCallum Graduate School of Business strategic planning retreats.
- With a new administrative team of Deans and Provost in 2002, major initiatives included the following department-level tasks:
 - Recruited research faculty and configured the appropriate mix of departmental teaching and research strengths under new college mission;

- Articulated and implemented new college teacher-scholar profile initiative involving resource allocation through reduction in teaching load for research faculty from 3 to 2 courses per semester in 2003-04;
- Coordinated planning of department role in new doctoral programs;
- Coordinated faculty resources for new programs such as the undergraduate liberal arts double major option, the undergraduate program in Bahrain, the college honors program, and the complete college-wide redesign of graduate and undergraduate programs to meet new market dynamics;
- Implemented marketing department role in new integrated core graduate and undergraduate courses in business in 1999 and revised in 2006-07;
- Supported the 2004-05 AACSB and 2006-07 NEASC re-accreditation;
- Reviewed, selected and hosted foreign scholars including several Fulbright faculty and PhD students in the Marketing Department.

Institutional Level service while serving as Department Chair (Since 1999)

Search Committees

- Associate Provost and Director of University's Cronin International Center (2005-06)
- Director of MS in Real Estate Management Program (2004-05)
- Endowed Chair and Professorship recruitment (2002-03)
- Dean of Business and the McCallum Graduate School of Business (2001-02)

Task Forces and Special Committees

- AACSB and NEASC Faculty Advisory Committee for Accreditation (2004-07)
- McCallum Graduate School of Business Strategy Task Force (2005-07)
- Faculty Advisory Committee on Diversity (2006-07)
- MS Real Estate Management Program Faculty Advisory Committee (2005-07)
- MS Real Estate Management Program Design and Development Task Force (2004)
- Promotion to Full Professor Committee for Sociology Department (2006-07)
- Tenure Committee for Law, Taxation and Financial Planning (2006-07)
- Endowed and Chaired Professors Review Committee (2004)
- Mentoring Task Force (2003)
- College Website Task force (2002)
- Promotion and Tenure Committee, International Culture and Economy (1997-01)

Institutional Level service as Faculty Member prior to 1999

Curriculum Design, Development and Instruction - Programs & Courses

- *Full-Time Cohort Day MBA Program (1997-1999)*

Participated in design and delivery of Bentley's full-time day MBA with colleagues from Accountancy, Economics, Finance, Information Science, Operations Management, Strategy, Organizational Behavior, Marketing and Quantitative Analysis. This new innovative flagship program launched in 1999 included: one 12-credit integrated business fundamentals course; three 6-credit courses in information technology, business processes and field-based learning; four 3-credit courses in research, leadership and teams, customer focused management, and knowledge management. Required courses focused on

“information age” knowledge and skills based on input from KPMG, Digital Equipment Corp, EMC, SAP and others from the Boston area.

- ***Graduate Certificate in Banking and Financial Services (1995-1997)***

With Finance and Organizational Behavior faculty, designed 14-week program delivered in 7 two-day sessions for entry/middle-level managers at small/medium-sized banks in New England.

- ***International Culture and Economy Major (1994-1998)***

With Economics, International Studies, Management Strategy, and Modern Languages faculty – designed Bentley’s eight-course undergraduate international studies major with initial enrollment of almost 100 majors and minors. Served as course coordinator and instructor for capstone seminar incorporating business with the arts and sciences.

- ***USA-Estonia Faculty Development Program (1993-1994)***

Participated in USIAD grant - program for university faculty development in Estonia following the Baltic States’ independence from the former USSR. Member of Bentley business faculty team to train Estonian faculty at the two primary higher education institutions – Tartu University and Tallinn Technical Institute.

Elected and Standing Committees

- Chair, Salary and Benefits Committee (1996-98)
- Member, Salary and Benefits Committee (1994-96)
- Chair, International Affairs Committee (1994-96)
- Senator, Department representative to College Senate (1994-96)
- Member, Academic Support Committee (1990-93)
- Member, Scholarly Activities Research Committee (1988-91)
- Member, International Council (1989-91)
- Member, Library Committee (1988-89)

Search Committees

- Executive Director of Marketing Communications and Enrollment (1998-99)
- Director of Study Abroad Programs (1994-95)
- Associate Director, Office of International Programs (1992)
- Chairperson of the Marketing Dept. (1988-89)

Task Forces and Special Committees

- President’s Taskforce on Marketing and Public Relations (1997-98)
- Center for Teaching Excellence Advisory Board (1998-2000)
- Committee for Quality Review of International Programs (1996)
- Organizing Committee, Australia/New Zealand Business Conference (1995)
- President’s Council on Total Quality Management (1991-93)
- Department representative to College Strategic Planning Meetings (1992-93)
- Institutional Marketing Task Force (1991-93)
- Diversity Task Force (1991-93)
- Coordinating Committee, School for Continuing and Professional Studies (1991-93)
- Taskforce for Bentley College Logo (1992-93)

- Taskforce on Minority Student Admissions and Retention (1990-91)
- Taskforce on Media Equipment in Classrooms (1990-91)
- College Advisor to Bentley International Club (1987-90)
- Faculty, Marketing for Non-Marketing Professionals
- Panelist at several workshops for the Center for Excellence in Teaching

Department-level service prior to assuming Department Chair position in 1999

- Chaired various department committees - Curriculum, Promotion and Tenure, Recruiting, and, Scholarly Activities.
- Represented department in University Strategic Planning task force.
- Represented department at advising fairs and college open house events.
- As senior faculty, conducted annual reviews with twice-a-year class visits and evaluations of all tenure track faculty.

University Representation to External Audiences

- Speaker at building philanthropy events for Bentley
- Speaker at Alumni Events on campus and at corporate locations
- Graduate Admissions Expo in New Delhi, India (2006)
- Focus Group Coordinator for Evening Division and World Learning Center (1997)
- Speaker at Business Week Careers, a workshop for middle-school students (1989)
- Speaker, New England Heritage Workshop on Non-Profit Organizations (1995)
- Speaker at orientation and information sessions for:
 - Undergraduate Programs,
 - Graduate School of Business,
 - Office of International Pgms.,
 - Office of Student Affairs,
 - Center for Executive & Prof. Education,
 - Adult Information and Referral Center

TEACHING EXPERIENCE

Currently teaching at UL Lafayette – UG Marketing Management capstone course, Senior-level special topics (Services Marketing), and MBA foundation course on Marketing (100% online).

- *Quality Matters* Distance Learning Certified to teach 100% online classes
- Instructor for Freshman Honors Seminar (2014)

Courses Taught at Bentley

Integrated Graduate and Executive Courses (Team teaching)

- Customer-focused Management and Service-orientation (Marketing, Operations and HR)
- Creating and Delivering Products (Marketing and Operations)
- Valuation and Communications (Marketing and Economics)
- Management Consulting Teams (All business disciplines) – as team coach.
- Banking and Financial Services Management (Finance, Marketing and Org. Behavior)

Cross-disciplinary and Integrated Undergraduate Courses

- Capstone Seminar in International Culture and Economy
- Required Freshman Seminar

Traditional Graduate and Undergraduate Marketing Courses

- Advertising, Advertising Management, Consumer Behavior, Customer-focused Management, International Marketing, Marketing Strategy, Principles of Marketing, Promotion Strategy, Professional Selling and Sales Management, Services Marketing, Service-orientation for Competitive Advantage.

Dissertation Committees

- Dr. Ziad Maurice Ashkar, (2015), Dissertation Title: Association of Process of Care Quality Measures with Global Patient Satisfaction in West South Central US Hospitals. Department of Global Health Systems Management, School of Public Health and Tropical Medicine, Tulane University, New Orleans, LA.
- Ms. Emma (Junhong) Wang, (2018) Dissertation Title: Exploring the Effects of Mindfulness in Marketing: Mindfulness, Ethics, Emotional Labor and Service Quality. Marketing Department, Bentley University, Waltham, MA.

International Academic Teaching and Speaking Engagements

Asia:

- Sup de Co, La Rochelle Business School, France (2014)
- Multinational Business Academy, New Delhi, India (2010)
- P.S.G College of Technology, Coimbatore, India (2009)
- Mar Thoma Academy, Tiruvalla, India (1995)
- C.M.S. College of Science and Commerce, Coimbatore, India (1991)
- Dr. G.R. Damodaran College of Science, Coimbatore, India (1991)
- P.S.G. College of Technology, Coimbatore, India (1991)

Australia:

- Monash University, Australia (1993)
- University of Technology Sydney, Australia (1993)

Europe:

- University of Stirling, Scotland (1995)
- Catalonia International College, Barcelona, Spain (1994)
- Tallin Technical University, Estonia (1993)
- Tartu University, Estonia (1993)
- University of Karlstad, Sweden (1993)
- Stockholm University, Sweden (1993)
- University of Tampere, Finland (1993)

Executive and Faculty Development Programs - Design and Delivery

Asia:

- Multi-National Business Academy, New Delhi, India (2008)
- Mico-Bosch, Bangalore, India (2000) – Customer-focused Management

Europe:

- Tallin Technical University, Estonia (1993)
- Tartu University, Estonia (1993)

South and Central America:

- Service Excellence Seminar, Univ. of the West Indies at Cave Hill, Barbados (2010)
- UC Berkeley Worldwide and Seminarium, Chile and Colombia (1998)

North America:

- NorthEast Gas Association (2003) – Customer-focused Sales Practices
- CRM Seminar (2002) – Certificate in Information Age Business Topics
- Intertek Testing Services (2000) – Managing and Marketing of Services
- Arabella Insurance (2000) – Managing and Marketing of Services
- LL Bean (1999 and 2000) – Managing and Marketing of Services
- Volvo (1999) – Fundamentals of Marketing
- Oklahoma State University (1998) - Marketing for Nutritionists and Dietitians
- New England Museum Association (1995) – Marketing for Non-Profits
- American Marketing Association (1988) – Marketing of Health Care

CONSULTING AND RESEARCH WITH ORGANIZATIONS

- Served as advisor to CEOs of a \$50m and a \$200m company.
- Conducted corporate structure and processes reviews for engineering services company.
- Designed company operational processes manual for startups.
- Contributed to improving performance through research, professional development seminars and workshops at hospitals both domestic and international – focus on patient satisfaction pertaining to issues such as customer interactions, process analysis and measurement of perceived quality.
- Conducted market and marketing research projects for numerous companies on business problems involving benchmarking, forecasting, and customer defection issues.
- Served as advisor to four startup ventures.

RESEARCH AND PUBLICATIONS**PhD Dissertation**

Patients as Customers: Perceived Service Quality in Health Care (1987).

Sabbatical Research Study from Bentley College

Cross-cultural study on the physician-patient encounter – studied health care in Australia, Estonia, India and Sweden partly funded by the Cronin International Center at Bentley College (Fall 1993).

Current Research Areas and Papers under review

- Artificial Intelligence in Health Care Marketing
- Applying Narrative Theory in Brand Story Telling
- Conditions for “Uberization of Markets”

I. Books

Fisk, Raymond P., Stephen J. Grove, and Joby John (2014), *Services Marketing: An Interactive Approach*, 4th edition, Cengage Learning.

Fisk, Raymond P., John Gountas, Margee Hume, Stephen J. Grove and Joby John (2007), *Services Marketing: First Asia Pacific Edition*, John Wiley & Sons Australia.

Fisk, Raymond P., Stephen J. Grove, and Joby John (2004), *Interactive Services Marketing*, 2nd edition, Boston: Houghton Mifflin, **translated** in Japanese by Tuttle-Mori Agency, Inc., Tokyo, Japan and published by Hosei University Press, Japan. (2005).

John, Joby (2003), *Customer Focused Management: Competing through Service*, Greenwich, CT: Praeger Publishers.

Fisk, Raymond P., Stephen J. Grove, and Joby John (2000), *Services Marketing Experts: Snapshots, Glimpses and Reflections* (edited papers), Chicago, IL: American Marketing Association.

II. Chapters in Books

Grove, Stephen J. with R. P. Fisk and J. John, "The Future of Services Marketing: Predictions from the Service Experts" (reprint), in *Services Marketing*, S. Baron (Ed.), Beverly Hills: Sage (2010).

Grove, Stephen J., Joby John, and Raymond P. Fisk, (2006) "Back to the Future: Putting the People back in Marketing" in *Does Marketing Need Reform?* eds: Jagdish Sheth and Rajendra Sisodia, Armonk, NY: M.E. Sharpe Publications, 306-311.

Berthon, Pierre and Joby John, (2006) "The Marketing-It Paradox: Interactions From The Customer's Perspective," in *Does Marketing Need Reform?* eds: Jagdish Sheth and Rajendra Sisodia, Armonk, NY: M.E. Sharpe Publications, 191-197.

Berthon, Pierre and Joby John, "From entities to interfaces: delineating value In customer-firm interactions," in *Toward a Service Dominant Logic: Dialog, Debate, and Directions*, eds: Robert Lusch and Stephen Vargo, Armonk, NY: M.E. Sharpe Publications, 196-207.

Grove, Stephen J., and Raymond P. Fisk and Joby John (2000), "Service Theater: Impression Management Guidelines," in *Handbook for Services Marketing and Management*, eds: Terri Swartz and Dawn Iacobucci, Thousand Oaks, CA: Sage Publications, 13-21. Reprinted in *Services Marketing: An Asia-Pacific and Australian Perspective*, by Christopher Lovelock, Paul Patterson, and Rhett Walker, Third Edition, Pearson Australia, 2004.

John, Joby, Mark Gabbott and Gillian Hogg (1998), "The Health Care Consumer," in *Consumers and Services*, eds. Mark Gabbott and Gillian Hogg, Chichester, UK: John Wiley & Sons. 1998, 209-224.

III. Conference Chair and Proceedings Editorships

John, Joby and Ray Sylvester (1997), *Advances in Health Care Research*, co-edited conference proceedings, Madison, WI: Association for Health Care Research.

Ruwe, Marcia L., and Joby John (1996), *Advances in Health Care Research*, co-edited conference proceedings, Madison, WI: Association for Health Care Research.

IV. Journal Articles (Refereed)

Heath, Will, James Underwood and Joby John, "The Simple Analytics of an eGig Firm: Uber as a Microeconomics Course Exercise," *Journal of Economics and Finance Education*, Forthcoming.

Underwood, James H., Will Heath and Joby John, (2017), "Reviewing the Business Core Curriculum: Collect the Dots, Connect the Dots, Correct the Dots," *NBEA Forum*, April.

- Ha, Hong-Youl, Joby John, J. Denise John, and Yong-Kyun Chung, (2016), "Temporal Effects of Information from Social Networks on Online Behavior: The Role of Cognitive and Affective Trust," *Internet Research*, Vol. 26 (3), 213-235.
- John, Joby, J. Denise John, and David P. Stevens, (2014), "A Proposed Defection Management System for Retention of At-Risk Customers," *Academy of Business Research Journal*, II (1), 112-131.
- Ha, Hong-Youl, J. Denise John, Joby John and Nam-Yun Kim, (2013), "The Critical Role of Marketer's Information Provision in Temporal Changes of Expectations and Attitudes," *Journal of Consumer Marketing*, 30 (4), 355-365.
- Thakur, Ramendra, John H. Summey, and Joby John, (2013), "A Perceptual Approach To Understanding User-Generated Media Behavior" *Journal of Consumer Marketing*, 30 (1), 4-16.
- John, Denise J., Joby John and David S. Baker, (2011), "Control and Participation at the Service Encounter: A Cultural Value-Based Perspective" *International Journal of Business and Social Science*, 2 (22), 7-14.
- Ha, Hong-Youl, Joby John, Swinder Janda and Siva Muthaly, (2011), "The Effects of Advertising Spending on Brand Loyalty: Empirical Evidence from the South Korean Banking and Discount Store Context," *European Journal of Marketing*, 45 (4), 673-691.
- Ha, Hong-Youl and Joby John (2010), "The Role of Customer Orientation in an Integrative Model of Brand Loyalty in Services" *The Service Industries Journal*, 30 (7) 1025-46.
- John, Joby, Stephen J. Grove and Raymond P. Fisk, (2006), "Improvisation in Services: Lessons from Jazz Performances" *Managing Service Quality*, 16 (3), 247-268. Selected as 2006 Best Paper in the Journal.
- Grove, Stephen J., and Raymond P. Fisk and Joby John (2004), "Surviving in the Age of Rage," *Marketing Management*, (March/April), 41-46. Reprinted in Annual Editions: Marketing 05/06 27th Ed., John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2005, 69-74; and, Reprinted in Annual Editions: Marketing 06/07 28th Ed., John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2006, 59-64; Reprinted in Annual Editions: Marketing 07/08 29th Ed., John E. Richardson (ed.), Dubuque, IA: Dushkin (McGraw-Hill), 2006, 59-64.
- Grove, Stephen J., and Raymond P. Fisk and Joby John (2003), "The Future of Services Marketing: Forecasts from Ten Services Experts," *Journal of Services Marketing*, 17 (2), 107-121.
- John, Joby (1996), "A Dramaturgical View of the Health Care Service Encounter: Cultural Value-Based Impression Management Guidelines for Medical Professional Behavior," *European Journal of Marketing*, 30 (9), 60-74.
- John, Joby (1994), "Referent Opinion and Health Care Satisfaction," *Journal of Health Care Marketing*, 14 (Summer), 24-30.
- John, Joby (1992), "Why are Older Patients and Less Educated Patients Less Satisfied with Health Care Quality," *Health Marketing Quarterly*, 10 (Fall/Winter), 209-217.
- John, Joby (1992), "How to Improve Occupancy Rates by Educating the Health Care Consumer," *Journal of Hospital Marketing*, 6 (Fall), 19-24.

- John, Joby (1992), "Patient Satisfaction: The Impact of Past Experience," *Journal of Health Care Marketing*, 12 (September), 56-64.
- John, Joby (1992), "Getting Patients to Answer: What Affects Response Rates?" *Journal of Health Care Marketing*, 12 (June), 46-51.
- John, Joby and George Miaoulis (1992), "A Model for Understanding Benefit Segmentation in Preventive Health Care," *Health Care Management Review*, 17 (Spring), 21-32. Reprinted in *Managed Care: Strategies, Networks, and Management*, Montague Brown, (ed.), Gaithersburg, MD: Aspen Publishers, 1994, 239-250. Reprinted in *Health Care Marketing: A Foundation for Managed Quality*, Third Edition, Philip D. Cooper (ed.), Gaithersburg, MD: Aspen Publishers, 1994, 129-142.
- Tansuhaj, Patriya S., James W. Gentry, Joby John, Lee L. Manzer, and Bong J. Cho (1991), "A Cross-national Examination of Innovation Resistance," *International Marketing Review*, 8 (3), 7-20.
- John, Joby (1991), "Improving Quality through Patient-Provider Communication," *Journal of Health Care Marketing*, 11 (December), 51-60.
- John, Joby and Mark Needel (1989), "Entry Level Requirements in Potential Recruits for Marketing Research Positions," *Journal of Marketing Education*, 11 (Spring), 68-73.
- John, Joby and Alan R. Miller (1989), "Strategic Planning for Nursing Homes: A Market Opportunity Analysis Perspective," *Health Care Management Review*, 14 (4), 11-20.
- John, Joby, James W. Gentry, Patriya S. Tansuhaj, Lee L. Manzer and Bong J. Cho (1988), "Lumpkin's Abbreviated Version of Rotter's Locus of Control Scale: How Reliable is it?" *Psychological Reports*, 62 (June), 835-839.
- John, Joby and Raymond P. Fisk (1985), "Telecommunications Technologies Assist Service Marketing," *Journal of Professional Services Marketing*, 1 (Fall/Winter) 63-75.

V. Conference Proceedings (Refereed)

- Grove, Stephen J., Raymond P. Fisk, Lloyd Harris, Emmanuel Ogbonna, Joby John, Les Carlson and Jerry Goolsby (2012), "Marketing Dynamism & Sustainability: Things Change, Things Stay the Same," in *Proceedings of the Annual Conference of the Academy of Marketing Science*, Vol. 32, Leroy Robinson, Jr., ed. New Orleans, Louisiana, 169-172.
- Agrawal, Mohan L., and Joby John (2000), "Impact of the Service Supply-Demand Mismatches on Relationship Intention and Integrity A Preliminary Model and Findings," in *Customer Relationship Management: Emerging Concepts, Tools and Applications*, eds. Jag Sheth, Atul Parvatiyar, and G. Shainesh, New Delhi, India : Tata McGraw Hill, (November), 359-366.
- Grove, Stephen J., and Raymond P. Fisk and Joby John (2000), "The Theatrical Nature of Services: An Analytical Perspective," in *Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities*, the Eric Langeard International Research Seminar in Service Management," Aix-en-Provence, France, (June), 334-350.
- John, Joby and Denise John (1996), "Health Insurance Provider Choice and Change," in *Proceedings of the fifteenth American Association for Advances in Health Care Research Conference*, eds. M.L. Ruwe and J. John, (March), 11-18.

- Chin, Louis, Joby John, Gary Fleisher, and Larry Dolinsky (1996), "Shop Floor Scheduling in a Hospital Emergency Department," Annual Meeting of the Northeast Decision Sciences Institute, (April) 479-481.
- Chin, Louis, Joby John, Gary Fleisher, and Larry Dolinsky (1995), "Hospital Emergency Customer Service Effects on Waiting Time," Annual Meeting of the Decision Sciences Institute, (November), 1541.
- John, Joby and Sridevi Telang (1995), "SERVQUAL for Health Care in India," in Proceedings of the fourteenth American Association for Advances in Health Care Research Conference, eds. M.L. Ruwe and H.E. Spotts, (March), 88-96.
- John, Joby (1994), "The Nature of the Service Encounter: A Cross-cultural Perspective," in Proceedings of the 3rd International Research Seminar in Service Management," (June), 403-418.
- Congram, Carole, and Joby John (1993), "How to Empower the Front-line Service Employee: A Continuous Improvement Model," in Proceedings of the American Society for Quality Control, (July), 360-365.
- Butaney, Gul and Joby John (1992), "Classifying Services: A Schema to Assist Marketing Decisions," Proceedings of the VIII Atlantic Marketing Association, Conference, ed. Jerry Wilson, (October), 391-395.
- Eshghi, Abdolreza, Joby John and Gerrit van Nederpelt (1992), "Marketing Strategy in an Integrated Europe: Some Research Propositions," in Developments in Marketing Science, ed. Vicki Crittenden, XV (May), 131-135.
- John, Joby and Rajeshri Vora (1990), "Bank Export Trading Company Preferences Toward Countertrade Forms and Financing," in Marketing Theory and Practice: Positioning for the 21st Century, eds. Rustan Kosenko and Robert Baer, VI (October) 1990, 155-157.
- John, Joby (1990), "Relevant Others' Influence on Patient's Hospital Choice," in Marketing Theory and Practice: Positioning for the 21st Century, eds. Rustan Kosenko and Robert Baer, VI (October), 41-43.
- Gentry, James W., Patriya S. Tansuhaj, Joby John, Lee L. Manzer, Bong J. Cho and G. Ko (1989), "Men Care about Computers and Women about Fashion: Only in America?" in Proceedings of the Annual Association of Macromarketing Conference (Fall), 77.
- John, Joby (1989), "Perceived Quality in Health Care Service Consumption: What are the Structural Dimensions?" in Developments in Marketing Science, ed. John Thanopoulos, XII (May), 518-521.
- Gentry, James W., Lee L. Manzer, Patriya S. Tansuhaj, and Joby John (1988), "Do Geographic Subcultures Vary Culturally?" Advances in Consumer Research, ed. Michael J. Houston, XV, (October), 411-417.
- John, Joby and Alan R. Miller (1988), "Health Care Service Quality: The Importance of Consumer Perceptions," (with A. Miller) Developments in Marketing Science, ed. Kenneth D. Bahn, XI (April), 373-377.

VI. Presentations (Refereed submissions)

- "Preventing Disservice: Transforming the Dysfunctional Service Economy" (with Les Carlson, Raymond P. Fisk, Jerry R. Goolsby, Stephen J. Grove, Lloyd C. Harris, and

Emmanuel Ogbonna) in *Challenging the Bounds of Marketing Thought*, at the 2013 Winter Marketing Educators' Conference, Las Vegas, NV (February 2013).

"Disservice: A Framework of Sources and Solutions," (with Stephen J. Grove, Raymond P. Fisk, Lloyd Harris, Emmanuel Ogbanna, Les Carlson, and Jerry R. Goolsby) at the Academy of Marketing Science Annual Conference, New Orleans, LA (May 2012).

"Disservice: Deploring the Dysfunctional Deeds that Doom Delight," (with Les Carlson, Raymond P. Fisk, Jerry R. Goolsby, Stephen J. Grove, and Lloyd C. Harris) chair of a panel discussion at the 2011 Society for Marketing Advances Conference, Memphis, Tennessee (November 2011).

"Pixel Theater: Staging Electronic Service Delivery," (with Raymond P. Fisk and Stephen J. Grove) at the 16th annual Frontiers in Services Conference, Brisbane, Australia (July) 2006.

"The Customer Reactions Continuum," (with Michael Dorsch) at the Winter 2006 American Marketing Association Conference, St. Petersburg, FL.

"Customer Disgust: Exploring the Nether Regions of Customer Discontent," (with Raymond P. Fisk, Stephen J. Grove and Michael Dorsch) at the 13th annual Frontiers in Services Conference, Washington, DC (October) 2003.

"Jazzing Up the Service Performance: The Service Performance: The Need for Improvisation," (with Stephen J. Grove and Raymond Fisk) in *Popping Corks on New Services Paradigms*, SERVSIG Services Research Conference, American Marketing Association, Reims, France (June), 2003.

"Customer Rage in Services: When Getting Even Gets Ugly," (with Stephen J. Grove and Raymond P. Fisk) at the 10th Annual Frontiers in Services Conference, Washington, DC (October) 2001.

"The Influence of Mood as a Predisposition in the Service Encounter," (with Andrew Aylesworth and Kenneth Chapman) at the First SERVSIG-AMA Conference - *Jazzing into the Millenium*, New Orleans, LA (April) 1999.

"Service Performance as Jazz Improvisation: Playing the Changes," (with Raymond P. Fisk, Liam Glynn and Stephen J. Grove) at the 7th Annual Frontiers in Services Conference, Nashville, TN (October) 1998.

"A Services Marketing Introspection: Snapshots, Reflections and Glimpses from the Field," Co-organized with Raymond P. Fisk and Stephen J. Grove a panel discussion at the Annual Winter Educators' American Marketing Association Conference, Austin, TX (February), 1998.

"Cyberspace as Theater: The Final Frontier," (with Raymond P. Fisk and Stephen J. Grove) at the 6th Annual Frontiers in Services Conference, Nashville, TN (October) 1997.

"A Services Marketing Introspection: Snapshots, Reflections and Glimpses from the Field," Co-organized with Raymond P. Fisk and Stephen J. Grove a panel discussion at American Marketing Association - *New and Evolving Paradigms Conference*, Dublin, Ireland (June), 1997.

- "Mood Influences on the Service Encounter" (with Andrew Aylesworth), Annual Winter Educator's Conference of the American Marketing Association, Hilton Head, NC, (February) 1996.
- "Cultural Value Influences on Process and Outcome Evaluations at the Service Encounter," Fourth Annual Frontiers in Services Conference, Nashville, TN, (October) 1996.
- "Control and Participation at the Service Encounter: A Cultural Value-Based Perspective," at the 4th Annual Frontiers in Services Conference, Nashville, TN, (October) 1995.
- "Exploring Pedagogy of Service Encounters through Content Analysis of Syllabi," at the Annual Winter Educators' Conference of the American Marketing Association, San Diego, CA (February) 1995.
- "Exploring Technological Frontiers in Services Marketing: The Information Revolution," (with Raymond P. Fisk) at the 3rd Annual Frontiers in Services Conference, Nashville, TN, (October) 1994.
- "Referent Opinion in Hospital Choice influences Patient Evaluations," American Association for Advances in Health Care Research, Big Sky, MT, (March) 1994.
- "Race in Advertising: Endorser Effectiveness in Attitude Toward the Advertisement and the Product," (with L. Campbell), the American Academy of Advertising, Montreal, Canada, (April) 1993.
- "The European Community: Marketing Issues Beyond 1992," Binational Fulbright Commission Symposium titled: Europe '92 and its Implications for Industrialized and Industrializing Economies, Cairo, Egypt, (January) 1992.
- "Image of the Medical Record Administrator: A Case of Internal Mis-Marketing," (with A.R. Miller) Urban Business Association Conference, Pikesville, MD, (April) 1991.
- "Market Research Activities of Selected Health Care Providers in Massachusetts," Northeast Business and Economics Association meeting, Newport, RI, (November) 1990.
- "Fatalism as an Explanation of Cross-Cultural Differences in the Perception of Uncertainty in the Marketplace," (with P.S. Tansuhaj, L.L. Manzer and J.W. Gentry) Cross-cultural Marketing workshop, American Marketing Association, Chicago, IL, (December) 1986.

VII. Non-refereed Articles, Abstracts and Book Reviews

- John, Joby (2005), Review of *The Customer Learning Curve: Creating Profits from Marketing Chaos* by Karl Hellman and Ardis Burst, *Journal of Consumer Marketing*, 22 (5), 289-290.
- John, Joby (2005), Review of *The Globalization of Nothing*, by George Ritzer, *Journal of Consumer Marketing*, 22 (3), 167-168.
- Dutta, Andrew and Joby John (2005) "Emerging Trend of The Outsourcing of HR functions: Making the 'Build or Buy' Decision," in *HRM Review*, 9-12.
- John, Joby (2002), Review of *Advertising Worldwide: Advertising Conditions in Selected Countries*," ed. Ingomar Kloss, in *Journal of Consumer Marketing*, 19 (3), 277-278.
- John, Joby (2000), Review of *The New MaxiMarketing*, by Stan Rapp and Thomas Collins, in *Journal of Consumer Marketing*, 17 (7), 634-635.

- Fisk, Raymond P., Stephen J. Grove and Joby John (2000), "All the Web sites are a stage, so marketers put on a show," in *Marketing News*, November 6, 26.
- John, Joby, Andrew B. Aylesworth, and Kenneth Chapman (1999), "The Significance of Situational Influences at the Service Encounter: The Case of Consumer Mood," in *Jazzing into the New Millennium*, eds: Raymond P. Fisk and Liam Glynn, Chicago, IL: American Marketing Association, 30-31.
- John, Joby (1998), Review of Marketing Health Care into the Twenty-first Century: The Changing Dynamic, by Alan K. Vitberg, *Journal of Consumer Marketing*, 15 (6), 615-616.
- John, Joby (1995), Review of Multicultural Marketing: Selling to a Diverse America, by Rossman, M.L. in *Journal of Consumer Marketing*, 12 (2), 67-68.
- John, Joby (1994), "Referent Opinion in Hospital Choice Influences Evaluations" abstract, in *Advances in Health Care Research*, eds. H.L. Meadow and H.E. Spotts, 58.
- John, Joby and Raymond P. Fisk (1994), "Exploring the Technological Frontiers in Service Marketing: The Information Revolution," abstract in the *Proceedings of Frontiers in Services Conference of the American Marketing Association*, 4.
- Campbell, Leland and Joby John (1993), "Race in Advertising: Endorser Effectiveness in Attitude Toward the Advertisement and the Product," abstract, in the *Proceedings of the American Academy of Advertising*, 269.
- Buono, Anthony and Joby John (1992), Review of Quality of Worklife and Productivity, by Suri, G.K., Singh, Ajit and Akhtar, Syed (eds.), *Personnel Psychology*, 45 (Autumn) 1992, 655-659.
- Gentry, James W., Patriya.S. Tansuhaj, Joby John, Lee L. Manzer, Bong J. Cho and G. Ko (1989), "Men Care about Computers and Women about Fashion: Only in America?" Abstract, *Journal of Macromarketing*, 9 (Fall), 77.

VIII. Other Conference Presentations

- Poster presentation, "Integrating Marketing, Operations and Human Resources in an MBA required course in the management of services," Services Sciences, Management and Engineering: Education for the 21st Century, IBM Almaden Research Center, New York, NY, October 2006.
- Panelist, "So - You want to write a textbook: Insights from those who have been there," Annual Summer Educators' conference of the American Marketing Conference, Chicago, IL, August 2006.
- Speaker, "Customer-focused Management" 2006 NGA Sales and Marketing Conference, Newport, RI, (February).
- Speaker, "Why advertising fails and what makes for good advertising," 2005 NGA Sales and Marketing conference, Newport, RI, (February).
- Panelist, "The Future of Marketing," Boston chapter of the Business Marketing Association, Waltham, MA, February 2005.
- Speaker, "Interactive Services Marketing: How to Use Theater and Technology to get a 5-Star Performance," (with Raymond P. Fisk and Stephen J. Grove), Greater New Orleans Chapter of the American Marketing Association, New Orleans, LA, Spring 2000.

Speaker, “Services as Theater: Impression Management Guidelines,” at the Annual Summer Educator’s American Marketing Association Conference, August, San Francisco, CA, August 1999.

Panelist, “Consumer Behavior in Services Marketing,” at the first SERVSIG-AMA Conference - Jazzing into the Millenium, New Orleans, LA, April 1999.

Panelist, “A Conceptual Framework for Cross-Cultural Research in Services; THE Case of Value Orientations” at the Annual Summer Educators’ American Marketing Association Conference, August, Boston, MA, August 1998.

Panelist, “Teaching Marketing Cases in Business School” Services Marketing Doctoral Consortium, at the 1996 Frontiers in Services Conference, October, Nashville, TN.

Panelist, "Teaching Services Marketing," at the 1995 Annual Conference of the Academy of Marketing Science, May, Orlando, FL.

Panelist, "Teaching Services Marketing: A Multi-National Perspective and Coping with Multiple Services Courses in the Business School Curriculum," at the Annual Summer Educators' American Marketing Association Conference, Washington, D.C., Aug. 1995.

Panelist, “The Professional Association: The Services Marketing Special Interest Group of the American Marketing Association,” at the 4th Frontiers in Services Conference, October, Nashville, TN (October 1995).

PROFESSIONAL ACTIVITIES

I. Professional Association Official Positions and Activities

AACSB International

- Served on maintenance of accreditation peer review teams (2007 - 2017)
- Served as facilitator for Annual Developmental Workshop for Dept Chairs.

AMA - International (Services Marketing Special Interest Group - SERVSIG)

- **Official Positions**
SERVSIG Chair (1995-97)
SERVSIG Global Activities Coordinator, and News Coordinator (1993-95)
- **Activities**
Panelist on Special Interest Group Leadership Workshop (2003)
Co-chair for Special Interest Group Workshop (2001)
SERVSIG officer meetings at national educators’ & services marketing conferences (1993-95).
Attended SIG leadership meetings, AMA national educator conferences (1993-95).

AMA - Boston Chapter (6th largest professional chapter in the US)

- **Official Positions**
Officer and Director on the Board (1991-92)
President (1990-91)
President-elect (1989-90)
Vice President - Health Care Marketing (1988-89)
Health Care Marketing Committee member (1987-88)

- **Activities**

Attended several national Leadership Workshops and Forums (1989-91)

Attended various Professional Development Workshops Series

Chair, Service Design/Service Quality Seminar (April) 1992

Moderator, Professional Services Marketing Seminar (February) 1992

Moderator, Marketing Research Seminar Co-sponsored by Marketing Research Association of New England (March) 1991

Faculty, Health Care Marketing (Spring) 1988

II. Journal Reviewer Activities

- **Current Journal editorial review board member -**

Health Marketing Quarterly.

International Journal of Pharmaceutical and Healthcare Marketing.

- **Past Journal editorial review board member of -**

Journal of Services Management (formerly International Journal of Service Industry Management)

Journal of Consumer Marketing (1992-2005).

Journal of Health Care Marketing (1992-1997).

- **Adhoc Journal and Grant reviewer activities**

South Carolina Fisheries and Water Resources Foundation (2003)

National Science Foundation - Transformation to Quality Organizations (1994)

Business and the Contemporary World

Journal of Marketing Management

European Journal of Marketing

Journal of Public Policy and Marketing

Journal of the Academy of Marketing Science

Journal of Retailing

Journal of Business Ethics

Journal of Service Research

Journal of Business Research

Psychological Reports

Journal of Marketing Education

Quality Review Bulletin

III. Conference Activities

- **Conference Co-Chair**

Annual Conference, Association for Health Care Research, Jackson Hole, WY, (1997)

Annual Conference, Association for Health Care Research, Big Sky, MT, (1996)

- **Workshop Co-Chair**

Leadership workshop for Special Interest Groups of the AMA Academic Council, Washington DC, (2001).

- **Track Chair**

Services Marketing – Annual Summer Educators’ Conference, AMA, Chicago (2006).

Services Marketing – Third International Conference, AMA, Buenos Aires, Argentina (2000)

Services Marketing and Quality Management - Annual Conference, AMS, Coral Gables, FL (1999)

Health Care Marketing, Annual Conference of the Atlantic Marketing Association, Wakefield, MA (1993)

- ***Session Proposer and Chair***
 - Special Session, “Dean, Department Head, and the Advanced Administration Career Path,” AMS (2018)
 - Special Session, “The World is your Oyster - teaching, mentoring & peer-reviewing in the global education marketplace,” Annual Southern Business Admin. Association (2015)
 - Services Marketing special session, Annual Southern Marketing Association Conference (2012)
 - Services Marketing special session, Annual Summer Educator’s Conference, AMA (2006)
 - Services Marketing special session, Annual Conference, AMS (1999)
 - Services Marketing special session, Annual Winter Educator’s Conference, AMA (1998)
 - Services Marketing poster session, First International Marketing Conference, AMA (1997)
 - Services and Relationship Marketing special session, Annual Summer Educator’s Conference, AMA (1996)
 - Services Marketing special session, Annual Winter Educator's Conference, AMA (1995)
 - Health Care Marketing session, Annual Conference, Atlantic Marketing Association (1990)
 - ***Discussant***
 - Health Care Marketing session, Annual Summer Educator's Conference, AMA, (1992)
 - Annual Conference, Northeast Business and Economic Association, (1990)
 - ***Reviewer***
 - Annual Summer Educator's Conference, AMA (1992, 1993, 1994, 1995, 1996 and 1997)
 - Annual Conference, AMS (1990, 1991, 1999, 2000)
 - Annual Conference, Atlantic Marketing Association (1990 and 1991)
 - Annual Conference, Southern Marketing Association (1991)
 - Association of Marketing Theory and Practice (1998, 1999)
 - Third Triennial AMS/ ACRA National Retailing Conference (1991)
- IV. Reviewer for Competitions and Merit Awards
- 2004 SERVSIG – AMA Best Paper Award
 - 2001 Liam Glynn Services Research Award Competition
 - 1998 SERVSIG – AMA Life-Time Contributions Award
 - 1994 5th Annual Flashes of Brilliance Competition of the 9th Annual Academy for Health Services Marketing Awards Program
 - 1991 Health Care Marketing Award Competition of the AMA
- V. External Reviewer for University Promotion and Tenure Cases
- University of New Orleans (2011) – Promotion to Associate Professor
 - Clemson University (2007) – Promotion to Associate Professor
 - Bowling Green State University (2006) – Promotion to Full Professor
 - Clemson University (2004) – Promotion to Full Professor
 - University of Colorado, Denver (2002) – Promotion to Associate Professor
 - University of Alabama, Birmingham (2001) – Promotion to Associate Professor
 - University of Colorado, Boulder (1999) – Promotion to Full Professor
 - University of Colorado, Denver (1999) – Reappointment as Assistant Professor

VI. Reviewer Text book Manuscripts for Publishers

- ***Services Marketing***
Textbook proposals for McGraw Hill (1998); Irwin (1996); Houghton Mifflin (1993 and 1995); Prentice Hall (1991 and 1994); John Wiley (1993 and 1996).
- ***International Marketing***
Johansson, John K. (1997), Global Marketing, Chicago, IL: Irwin Publishing.
Textbook manuscript for Blackwell Publishing (1993, 1994 and 1995)
Jeannet and Hennessey, 1998, 1994, 1988 International Marketing Management, Boston, MA: Houghton Mifflin.
- ***Advertising and Promotion Strategy***
Dommermuth, William P. (1993), Promotion: Analysis, Creativity, and Strategy. Third Edition Boston, CA: Wadsworth Publishing.
Burnett. (1991), Promotion Management, Boston MA: Houghton Mifflin.
Adler, Wilcox, and Vanden Bergh. (1991), Principles of Advertising, Homewood, IL: Irwin Publishing.
John Philip Jones (1990) Advertising, Newburyport, MA: West Educational Publishing.
Bovee and Arens (1989) Contemporary Advertising, Homewood, IL: Irwin Publishing.
Belch & Belch (1989) Promotion and Advertising Management, Homewood, IL: Irwin Publishing.
McMullin and Hendon (1987), Advertising: A Contemporary View, Newburyport, MA: West Educational Publishing.
Dommermuth, William P. (1987), Promotion: Analysis, Creativity, and Strategy, Second Edition Boston, MA: Kent Publishing.

HONORS AND AWARDS

Rotary Club of Lafayette, Public Service Vocational Award (2013).
USAID grant - development of business education, Estonia (1994 and '93).
"EC '92" Fulbright Bi-national Commission Symposium, Cairo, Egypt, (1992).
Visiting Professor Internship Program of the Advertising Education Foundation, Inc., LOWE and Partners, New York, NY, (1992).
Federal Grant for "Internationalizing Business Education: The European Dimension (1990).
Best Advisor of the Year Award (student-nominated), Bentley College, (1990).
Several Bentley College Annual Publication Awards.
Sales Promotion Seminar, American Association of Advertising Agencies, Phila (April 1989).
AD AGE Creative Strategies, American Academy of Advertising, New York (August 1989).
Professors' Institute, Direct Marketing Educational Foundation, New York (May 1988).

Nominations (by colleagues) for Teaching and Research Awards:

2005 Hormel Master Teacher Award of the Marketing Management Association
2003 Bentley College Scholar of the Year Award