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ACADEMIC PREPARATION

Doctor of Philosophy, 1988
University of Texas at Arlington
Major Field: Marketing
Supporting Field: Management of Information Systems and Research Methods.
Dissertation: *A Marketing Application of Synthetic and Composite Estimation Techniques*

Master of Business Administration, 1982
University of Texas at Arlington
Major Field: Marketing

Doctor of Philosophy, 1977
National University of Ireland (Dublin)
Major Field: Chemistry.
Dissertation: *Substitution Reaction of Some Ring Metal Carbonyls*

Master of Science, 1973
University of Bombay (India)
Major Field: Chemistry

Bachelor of Science, 1971
University of Bombay (India)
Major Field: Chemistry
Supporting Field: Botany

ACADEMIC EXPERIENCE

Professor of Marketing and Frank P. Junell Professor of Business Department of Business Administration, Angelo State University, 1995- present.

Served as an external examiner for a doctoral dissertation from the University of South Australia in 2009.

Received a grant of \$7500 from San Angelo Development Corporation for research in Economic Development Issues 2009.

Successfully concluded a contract with Somaiya Institute of Management in Mumbai for student and faculty exchange (January 2009).

Received two grants of \$5000 from private industry for research in Email Security Issues.2008-2009.

Served on a PhD dissertation committee for Mr. Ed Lissoski 9Capella University from February 2007-2009.

Served as an external examiner for 1 doctoral dissertation from Kamraj University (Madurai, India (2008).

Served as an external examiner for 2 doctoral dissertation from Bhartidasan University (2007).

Served as an external examiner for 1 doctoral dissertation from Bhartidasan University and 1 from University of South Australia , Australia (2006)

"Exploring the Efficacy of Team Formation Strategies in Marketing Simulations," which was coauthored with Gary Fisher and Tom Badgett won the Best Paper Award in the track at the International College Teaching Methods & Styles Conference (CTMS) in Reno.September 2005.

Served as an external examiner for 1 doctoral dissertations from University of South Australia and 1 from Madurai University , India (2004)

Served as an external examiner for 1 doctoral dissertations from Bhartidasan University and 1 from Algappa University , India (2003)

Graduate student placed First, in the Ninth Annual Student Research Conference at West Texas A&M University at Canyon TX. (March 7. 2003).

Served as an external examiner for 3 doctoral dissertations from Bhartidasan University and 1 from Kamraj University (Madurai), India (2002)

Served as an external examiner for 2 doctoral dissertations from Bhartidasan University and 1 from Kamraj University (Madurai), India (2001).

Graduate students placed First, Second in the Business and MIS category at the Eighth Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 2001).

Named as The Piper Distinguished Professor for the year 2000 by the Minnie Steven Piper Foundation of Texas.

Served as an external examiner for three doctoral dissertation from Bhartidasan University, India (2000)

Graduate students placed First, Second and Third in the Business and MIS category at the Seventh Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 2000).

Served as an external examiner for a doctoral dissertation from Bhartidasan University, India (1999).

Graduate students placed first and second in the Business and MIS category at the Sixth Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 1999).

Graduate students placed first, second and third in business category and also third in the social science category at the Fifth Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 1998).

Served as the Track Chair for 1998 SE INFORMS Conference at Myrtle Beach SC. October 2-3, 1998

A paper titled 'Managerial Implications of Profiling Small Business Personal Computer Users and Non-Users' with Zafar Khan, Mary Smith and Norton Marks won the Irwin/McGraw-Hill Distinguished Paper Award in POM/SB/E Track in the 1998 MBAA Conference held at Chicago in March 1998.

A paper titled 'SBI Clients Perception of Student Consulting Projects: An Empirical Model' with Tom Madison a graduate student was listed as an Outstanding paper in the SWAFAD 1998 Conference at Dallas. The paper was also published in the Journal of Business Entrepreneurship March 1998 issue.

A paper titled 'Critical Success Factors from an Organizational Life Cycle Perspective. Perceptions of Small Business Owners from Different Business Environments.@ with a graduate student Chris Pullig was awarded the best paper in Small Business track at the 1997 SWAFAD Conference in New Orleans. Paper was also published in the Journal of Business Entrepreneurship March 1997 issues.

Undergraduate student team won the District, Regional and National award for the best SBI student consulting project. Students helped a specialty store formulate a successful marketing strategy. The business was a chain called Nathans Jewelers.(1996)

Graduate and undergraduate students placed first, second and third at the Third Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 1996).

Graduate and undergraduate students placed second and third at the Second Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 1995).

Graduate and undergraduate students placed first and second at the First Annual Student Research Conference at West Texas A&M University at Canyon TX. (Nov. 1994).

Awarded a research grant to conduct a study for estimating demand for distance learning programs in Angelo State University service area.(1995).

My undergraduate student consulting team won the District, Region and were placed between number four and seven Nationwide (from over 6,000 entries). Students were awarded a certificate of merit by the Small Business Administration.(May 1995).

Undergraduate Courses Teaching

Consumer Behavior
Industrial Marketing
Marketing Management
Management of Information Systems
Sports Marketing
Advertising Management
Network Design
Business Ethics
Current Management Problems

Graduate Courses Teaching

Marketing Management.
Production and Operations Management
Advanced Business Statistics
Business Policy
Business Research Methods
Organization Behavior.

Adjunct Associate Professor (Graduate Faculty)Texas A & M University, 1993- present.
Supervising a doctoral candidate dissertation in the Department of Urban Planning.

Associate Professor of Marketing, Angelo State University, San Angelo, 1989-1994
Awarded research grants to conduct two studies for Texas Department of Information Resources.(1994).

Study I. Estimate the demand for training for state, federal and local agencies through the DIR Center to be established at Angelo State University.

Study II. Estimate the demand for computer services for the Disaster Recovery Center to be built at Angelo State University.

Two of my undergraduate and graduate students placed first and second at The First Annual Student Research Conference at West Texas A & M University. (1994).

My graduate students won the Regional Best Consulting Award from the Small Business Administration and the undergraduate won the best consulting award in the district.

Awarded a research grant by the University of Texas at San Antonio to conduct a Need Analysis for SBDC services in the South Texas Border Region in light of NAFTA (1993)..

Awarded a research grant to estimate the demand for an interdisciplinary masters degree to be offered by Angelo State University. (1992).

My graduate student team won the best consulting award in the South Texas Border district (1992).

Undergraduate Courses Taught

Principles of Marketing
Consumer Behavior
Sales Management
Industrial Marketing
International Marketing
Marketing Management
Marketing Policy
Production and Operations Management
Business Policy
Management of Information Systems

Graduate Courses Taught

Marketing Strategy
Research Methods
International Marketing
Production and Operations Management
Advanced Business Statistics
Business Policy
Business Research Methods

Assistant Professor of Marketing, University of Evansville, 1987-1989

Awarded a research grant by the alumni association to write a case to be used in the graduate program. (1989).

Assisted the University in writing a research grant for \$50,000/- per year from Eli Lilly Foundation for undergraduate summer research. (1988).

Awarded a competitive research grant for two undergraduate research students. (1988).

Undergraduate Courses Taught

Principles of Marketing
Sales Management
Industrial Marketing
International Marketing
Marketing Management

Graduate Courses Taught

Marketing Strategy
Production and Operations Management

Assistant Instructor in Marketing, University of Texas at Arlington, 1986-87

Undergraduate Courses Taught

Principles of Marketing

Consumer Behavior

International Marketing

Graduate Courses Taught

International Marketing

Assistant Professor of Marketing, Angelo State University, 1983-1986

Undergraduate Courses Taught

Principles of Marketing

Marketing Management

Consumer Behavior

Sales Management.

Graduate Courses Taught.

Marketing Strategy.

Business Policy

Robert Welch Postdoctoral Fellow, University of Texas at Arlington, 1979-1982

Awarded a research grant to conduct research in the field of Solid State chemistry.

Teaching Postdoctoral Fellow, University of Toronto, 1977-1979

Conducted research in the field of Chemical Kinetics.

Taught undergraduate inorganic chemistry courses.

Supervised four graduate research students.

PUBLICATIONS

Refereed Journal

With Mary Hazeldine and William Mckinney (2009) "An Analysis of the Effects of Cooperative Advertising on Tourism" in *Tourism Analysis* Volume 14, Number 5 pp 573-586.

With Zafar Khan (2009) 'Job satisfaction and corporate size: US oil and gas industry example' accepted for publication in *International Journal of Management* v26 (3) pp. 400-411.

With Tom Badgett and Gary Fisher (2009), 'Exploring the Efficacy of Team Formation Strategies in Marketing Simulations' *Synergy* Vol. 7(1) pp. 90-94.

With M. Damianova, M. Hazeldine (2007). "Employee Career Success Factors: A Study of Bulgarian National Banks" *International Journal of Business Disciplines* Vol 18 (2) pp 51-59 Fall.

With M. Hazeldine, R. Jackson and R. Lawrence (2007) "Small Business Critical Success Factors and the Legal Form of the Firm" *Journal of Business and Entrepreneurship* Vol. 19, No 2 pp. 1-15.

With M.Kara and T. Bankston (2006)"Behavior Of Bond-Capital And Capital Ratio Multipliers" *AIMS Journal of Business and Management Research* Vol. 1 No. 2, pp. 1-6 (2006).

With D. Hughey and Z.Khan, (2003) " Measuring the Quality of University Computer Labs Using SERVQUAL: A Longitudinal Study." *Quality Management Journal*. Vol 10 (3) p. 33.

With W. Mckinney and V. Pissiera, (1999) "Tourism & Cooperative Advertising: Do They Mix?"; *Journal of Professional Services Marketing*, accepted Vol. 19(2).

With J. Ellis, A. Saluja and M. Smith, (1999) "Global Perspectives of Online Advertising, *Journal of Professional Services Marketing*," accepted Vol. 18(2).

With T. Madison (1998), "SBI Clients Perception of Student Consulting Projects: An Empirical Model"; *Journal of Business & Entrepreneurship*, Vol. 10(1) p. 94.

With Z. Khan, M. Smith and N. E. Marks (1998), "Profiling Small Business Personal Computer Users and Non-Users: Managerial Implications"; *Journal of Business & Entrepreneurship*, Vol. 10(1) p. 66.

With Rajan Nataraajan (1997), Fitness Marketing: Celebrity or Non-Celebrity Endorsement?" *Journal of Professional Services Marketing*, Vol 15(2) p. 119.

With Mary Smith and Douglas J Lange (1997), "Impact of Health Care Reform on the Business and Practice of Ophthalmology," *Health Marketing Quarterly*, Vol. 15, No. 2. P.49.

(1997), Small Business Training Needs: A Case Study. *Journal of Enterprising Culture*, Vol 4(4), p.385.

With Chris Pullig and D. Alexander (1997), "Critical Success Factors from an Organizational Life Cycle Perspective. Perceptions of Small Business Owners from Different Business Environments" . *Journal of Business & Entrepreneurship*, Vol 9(1), p. 47.

With Zafar U. Khan and Elton A. Devine (1997), "Impact of Gender, Race and Dress on Choice of CPA". *Journal of Applied Business Research*, Vol 13(1), p.53.

With Rajan Natraajan (1996), "Exploring the Calorie-Nutrition Interface" *Journal of Professional Services Marketing*, Vol. 13(2),p 151.

With Zafar U. Khan and T. Cianciolo (1995), "Multiple Discriminant Analysis: Tools for Effective Marketing of Computer Information Systems to Small Business Clients." *Journal of Professional Service Marketing*, Vol 12(4), p. 153.

With Mary F. Smith and Foad Derakhshan (1995), " Field Investigation of Country of Origin Effects on Consumer Product Evaluations," *International Journal of Management*, 12(4) p. 529.

With Rajan Natarajan (1995),"Endorsing an Ethnic Food Product: The Roles of Race and Gender," *The Journal of Food Products Marketing*. Vol 2(2), p. 3.

With Zafar U. Khan and T. Cianciolo (1995.), "Ethics of Drug Testing: What are Worker ' s Attitudes?." *Business Forum*, Vol. 20, Summer/Fall, p.17.

With Rajan Natarajan (1994), "Does the Name of the Sender Affect Industrial Mail Response?." *Industrial Marketing Management* Vol. 23, No. 2 p.111.

With Rajan Natarajan (1994), "Random Transfer of Technology: An Unexplored Phenomenon" *Journal of Technology Transfer*, Vol. 19, No. 2 p. 27.

With M. Angur and Rajan Natarajan (1994), "The Dual Impact of Appeal and Researcher Credibility on Mail Survey Response Rates," *Journal of Hospital Marketing*, Vol. 9, No. 1.

With Dinesh S. Dave and Peter S. Barr (1994), "Problems of United States Maquiladora Firms Operating in Mexico: An Empirical Study" *International Journal of Management*, Vol 11, No. 2, p.713.

With Dinesh S. Dave and Peter S. Barr (1994), "Role of Physical Attractiveness in Endorsement: An Empirical Study," *Journal of Professional Service Marketing*, Vol. 10, No. 2 p. 203-215.

With Mary F. Smith and Zafar U. Khan (1993), "The Impact of Gender and Dress on the Choice of a Minority Certified Public Accountant for a Small Business," *Journal of Business & Entrepreneurship*, Vol 5, No. 1, pp. 117-125.

With Rajan Natarajan and M. LaTour (1993) "The Nutritionally Conscious Consumer and Nutritional Labeling: An Experiment Investigation," *American Business Review*, Vol. 11, No. 1, p. 107.

With Rajan Natarajan (1992), "Perceptual Difference Concerning the Impending FTA with Mexico: A Trader Versus Non-Trader Perspective," *Southern Business and Economic Journal*, Vol. 16, No. 1, p. 60.

With Y. Kathawala and D. Elmuti (1992), "Minor Emergency Clinic: Key to the Future of Hospitals," *Journal of Hospital Marketing*, Vol. 6, No. 2, p. 85.

With D. Elmuti and Y. Kathawala, "Transfer of Technology to the Persian Gulf Region: Incentives, Options, and Obstacles," *International Journal of Technology Management*, Special Issue on Technology Transfer.

With Y. Kathawala and D. Elmuti. (1992), "An Investigation of the Factors That May Facilitate Or Impede Exporting Activities in the U.S.," *The Southwest Business Review*, Vol. 2, No. 1, p. 35.

With Y. Kathawala and D. Elmuti. (1992), "Some Strategic Aspects of Computer Integrated Manufacturing," *An International Journal of Integrated Manufacturing Systems*, Vol. 3, No. 1, p. 27,

"Tyler Catholic School," (1992) *Annual Advances in Business Cases*.

With Z. Khan and D. Cornell (1992), "The Impact of Gender and Dress on Choice of CPA's," *Journal of Applied Business Research*, Vol. 8, No. 4, p. 25.

With Mary F. Smith, Harlan Bruha and Jaideep Kibe (1992), "Small Business Perceptions of Health Care Issues and Costs," *Journal of Business & Entrepreneurship*, Vol. 4, No. 1, pp. 65-75.

With B. Sunder and Mary F. Smith (1992), "Mail Response Rates from Distributors," *Industrial Marketing Management*, Vol. 21, No. 4, pp. 307-310.

With Dinesh S. Dave and Z. Khan (1992), "An Empirical Investigation of Factors Affecting the Decision to Export," *International Journal of Management*, Vol. 9, No. 3, p. 255.

With S. Balakrishnan, M. Smith and M. Michalski (1992), "Mail Survey Response Rates Using a Lottery Price Giveaway Incentive," *Journal of Direct Marketing*, Vol. 6, No. 3, Summer, pp. 54-59.

With Mary F. Smith, Z. Khan and M. Sharifi (1992), "Transfer Pricing Policy Issues in Europe 1992," *International Journal of Management*, Vol. 9, No. 3, pp. 230-241.

With Y. Kathawala, Z. Khan and D. Elmuti (1992), "Relationship of an Individual's classification with Their Opinion on Drug Testing," *American Business Review*, Vol 10, No. 1, p. 1.

With Mary F. Smith and Michael Wyse (1991), "Tyler Catholic School," *Annual Advances in Business Cases*, 1991 Volume on microcomputer diskettes.

With Edward Bendinelli and Mary F. Smith (1991), "A Sales Training Model for the Service Industry," Abstract in *The Journal of Personal Selling and Sales Management*, Vol XI, No. 3, p. 79.

With D. Elmuti and Y. Kathawala (1991), "Occupational Stress: An Analysis," *Journal of Business Strategies*, Vol. 8, No. 1, p. 1.

With Mary F. Smith and Dinesh S. Dave (1991), "The Attitude of Foreign Business Students to Their United States Education: A Survey," *International Journal of Management*, Vol. 8, No. 3, pp. 642-651.

With Mary F. Smith, Z. Khan and Harlan Bruha (1991), "The Personal Computer in Small Business," *Journal of Business Entrepreneurship*, Vol. 3, No. 1, pp. 1-12. Distinguished Paper Award as presented by the Southwestern Federation of Administrative Disciplines (SWFAD) and the Southwestern Small Business Institute Association, 1991.

With M. Smith (1990), "Smith and Weston's Rat Hole and Anchor Service, Inc.," *Annual Advances in Business Cases*, Volume, pp. 624-643.

With Dinesh S. Dave and Z. Khan (1990), "Comparison of Nonlinear Least Square Algorithms," *ACM SIGNUM*, Vol. 25, No. 2, pp. 10-18.

With Mary F. Smith (1989 & 1994), "Security Bancshares, Inc.," *Annual Advances in Business Cases*, 1989, pp. 551-576. This case and teaching note is also published in *Pinnacle*, a database of cases and related material for courses in strategic management, published by Primis, McGraw-Hill's electronic publishing division, 1994.

With Mary F. Smith and Raj Joshi (1989), "Retraining the Experienced Salesperson," Abstract in *The Journal of Personal Selling and Sales Management*, Vol IX, No. 2, Summer, p.67.

With B. Ambewani and A. J. Poe (1985), "Kinetics of Reaction of Bis (diphenyl phosphino) Methane with Dodecacarbonyltriruthenium," *Inorganic Chemistry*, Vol. 24, p. 2625.

With D. K. De and A. K. Pal (1982), "Temperature Effects on EPR Spectra of Dibarium copper formate Tetrahydrate," *Journal of Physics Chemistry Solid*, Vol 10, p. 1007.

With Brown, Glass and Hussein (1982), "Nucleophilic Substitution and Addition Reaction of Tricarbonyl (7-1, 5-Cycloheptadienylium) Iron cation," *Inorganic Chemistry*, Vol. 21, p. 2726.

With Huq and Poe (1980), "Kinetics of Substitution and Oxidative Elimination Reactions Pentacarbonyl Ruthenium (O)," *Inorganic Chemistry Acta*, Vol. 39, p. 121.

With Brown (1977), "Solvents and Structural Effects in Substitution Reaction of Dicarboxyliodo (n-Cyclohexa-1, 3-dienyl) and (7-Cyclohepta-1 dienyl) Iron Complexes," *Inorganic Chemistry Acta*, Vol. 24, p. 72.

With Brown and Glass (1976), "Evidence for Direct Metal Attack in Nucleophilic Substitution of the Tricarbonylcycloheptadienyl Ironcation," *Inorganic Chemistry Acta*, Vol. 19, p. 131.

PROCEEDINGS

With P Dhumal, 'Analyzing Feasibility of Providing Secured Encrypted Email Service' Proceeding of Decision Sciences Southwest Region March 3-6 (2010)

With Tom Badgett, Dinesh Dave, "Examining Nurses Perceptions of Rewards Structure". *Southeastern InfORMS Conference* . Myrtle Beach October (2-4) 2008.

With Antonio Rios, William Lawrence and Jin Chen (2007) "Critical Success Factors for Small Business in China: "Small Business Owners Contrasted With Their Counterparts in Mexico and the US" *Proceedings of the 43rd Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 4-5).

With Karen Best (2005), "Social Security Reform: An Analysis of the Effects of Progressive Price Indexing and Privatization". *Proceedings of the 41st Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 6-7).

With Mark Pahl and Mary Smith (2003), 'The Effects of Planning on Performance: Micro Businesses Across Texas', *Proceedings of the 39th Annual Meeting of Midwest Business Association*, March 12-14 at Chicago

With Zafar Khan, and David Hughey (2002), 'Reliability of SERVQUAL as a Measure of Service Quality', *Proceedings of the 38th Annual Meeting of Midwest Business Association*, March 2-4 at Chicago.

With Zafar Khan (2000), Developing a Small Business Plans: An Opportunity for Accountants,@ *Proceedings of the 36th Annual Meeting of Midwest Business Association*, March 1-3 at Chicago.

With W. McKinney V. Pissiera and Mary Smith (2000), "An Empirical Investigation of Cooperative Advertising Effects on Tourism," *Proceedings of the Marketing Theory and Practice Conference* at Hilton Head South Carolina March 30-April 1.

With Charles Zeiss and K. Ranganathan (1998), "Students Perceptions of Essential Characteristics of Good Professors," *Proceedings of the 34th Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 2-3).

With C. Pullig (1998), "Multinational Comparison of Critical Success Factors and Perceptions of Small Business Owners Over the Organization Life Cycle," *Proceedings of the 1998 Academy of International Business Conference* at Dallas (March 4-7) p. 166.

With C. Pullig (1997), "Multinational Perspective by Small Business Owners over the Organization Life Cycle", *Proceedings of the Eighth ENDEC World Conference* at Los Angeles (September 4-6) p. 409.

With J. Ellis and Arvinder Saluja (1997), "Perception of E-mail From Various Countries: An Evaluation", *14th Pan Pacific Conference 97* at Kuala Lumpur, Malaysia (June 3-5).

With D. Lange and Mary Smith (1997), "Impact of Health Care Reform on the Business and Practice of Ophthalmology", *Southeast Decision Sciences Institute* at Atlanta, Georgia (February 26-27).

With D. Dave (1996), "Endorser's Influence in Product Advertising," *Proceedings of the Global Conference on Small & Medium Industry & Business* at Bangalore, India, (January 3-5).

"Small Business Training Needs: A Case Study," (1995) accepted for presentation and *Proceedings of the Sixth ENDEC World Conference* at Shanghai, Republic of China, (December 7-9).

With Zafar U. Khan (1995), "A Comparative Analysis of the Effect of Ethnic Origin, Gender and Dress on Choice of CPAs," *Collected Abstracts of the American Accounting Association=s Annual Meeting*, at Orlando Florida. (August 16-19).

With Mary F. Smith (1995), "Comparison of Direct and Synthetic Estimates: A Marketing Application in the Consumer Cellular Phone Service Industry," *Marketing Theory and Practice Proceedings*, (Savannah, March), pp. 83-88.

With Zafar U Khan and Taghavi Mehdi (1994), "Small Business Financing Practices: An Empirical Study," *Proceedings of the ENDEC World Conference*, Singapore (July).

With D. Dave and Peter Barr (1994), "Evaluation of Product Design Using Research Techniques," *Proceedings of Academy of Business Administration*, (London, England, June), pp. 497-504.

With Zafar U Khan and Mary F. Smith (1994), "The Differential Effects of Cues and Type of Information on Marketing Students= Retention and Exam Performance", *Proceedings of AMA Educators' Conference*, (San Francisco, August), pp. 243-250.

With Mary F. Smith and Foad Derakhshan (1994), "County of Origin Effects on Consumer Purchase Decisions," Abstract in *Proceedings of the Decision Sciences Institute*, Decision Sciences Institute, (Honolulu, November), p. 477.

With Mary F. Smith and David Alexander (1993), "The Potential of American Education for Global Transfer of Entrepreneurial Principles," *Business Science: Theory and Practice*, Academy of Business Administration, (Las Vegas, February), pp. 619-623.

With D. Dave and Peter Barr (1993), "Application of MRA Technique in Appraisal of Single Family Homes," *Proceedings of 1993 International Conference of Business Administration*, (Nassau, Bahamas, June), pp. 364-371.

With D. Dave and Peter Barr (1993), "Real Estate Appraisal: A Regression Approach," *Proceedings of 1993 SE TIMS Conference*, (October), pp. 85-87.

With Zafar U. Khan (1993), "Differential Perceptions of Minority CPA 's by Small Business Clients," *Proceedings of the 1993 Midwest Business Administration Association Small Business and Entrepreneurship Division*, Chicago, IL. March 24-26, p 43.

With Mary F. Smith (1992), "The Effects of Country of Origin on Various Aspects of Consumer Behavior," *Proceedings of the 21st Annual Conference of the Western Decision Sciences*, (Reno, March), p. 802.

With Z. Khan and T. Cianciolo (1992), "Employee and Student Attitudes about Drug Testing," *Proceedings of the 1992 Conference of the Midwest Society for Human Resources/Industrial Relations*, (March), p. 248.

With Mary F. Smith and Zafar U. Khan (1992), "An Analysis of Cues and Information Types on Collegiate Student Exam Performance," Abstract in *Proceedings of the 1992 Western Decision Sciences Institute*, (Reno, March), p. 780.

With Mary F. Smith and Zafar U. Khan (1992), "The Effect of Cues and Information on Student Performance and Retention," *Developments in Marketing Science*, Academy of Marketing Science, (San Diego, April), pp. 225-227.

With Mary F. Smith, Zafar U. Khan, and Norton Marks (1992), "Small Business Personal Computer Users and Non-Users: Attitudes, Perceptions, and Discriminant Analysis," *Collected Abstracts of the American Accounting Association=s Annual Meeting*, (Washington, D.C., August), p. 103.

With Z. Khan (1992), "Personal Computer Usage in Small Businesses in underdeveloped countries: Some Evidence from Pakistan," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of the Institute of Management Sciences*, (Myrtle Beach, October), p. 74.

With S. Choudhari and R. Choudhari (1992), "Framework for Cost Justification of Network Database Systems ", *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 95.

With D. Dave and P. Barr (1992), "Source Credibility and Advertising Revisited," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 155.

With S. Choudhari and R. Choudhari (1992), "Decision Support Systems for Student Advisement," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 202.

With Rajan Natarajan (1992), "Nutritional Consciousness: Contrasting Regular and Diet Cola Drinkers," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 353.

With Z. Khan (1992), "Gender and Dress Effects for Hispanic CPA's: A Field Experiment," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 457.

With P. Alexander (1992), "Personality Types and International Attitudes in the Classroom and at Work," *Proceedings of the 28th Annual Meeting of The Southeastern Chapter of The Institute of Management Sciences*, (Myrtle Beach, October), p. 488.

With M. Smith and D. Alexander (1992), "The Potential for American Education for Global Transfer of Entrepreneurial Principles," *Proceedings of The 1993 Academy of Business Administration Conference*, (Las Vegas, February).

With M. Angur (1992), "Chaos Theory: Conceptualization and Marketing Applications," *Proceedings of American Marketing Theory and Practice*, (Hilton Head, March), p. 189.

With R. Choudhari and S. Choudhari (1992), "Future of Network Database Systems in Computer Integrated Manufacturing Systems," *Proceedings of Midwest Production and Operations Management*, (Chicago, March).

With D. Dave and Z. Khan (1992), "Marketing Implication of EOQ: Constraint of Special Sales Events," *ICOTA '92 Conference*, (Singapore, June).

With M. Smith and R. Gates. (1992), "Direct Versus Synthetic Estimates: A Marketing Application," *Advances in Marketing*, Southwestern Marketing Association, (San Antonio, March), pp. 73-79.

With Y. Kathawala and Rajan (1992), "Ethnicity and Source Credibility in the Context of Endorsing a Foreign or Traditionally Non-American Product, an Exploratory Investigation," *Midwest AIB Meeting*, and published in *Midwest Review of International Business Research*, p. 52.

With D. Alexander and R. Heggland (1992), "Occupational Stress by Gender and Employment Type in an Academic Institution," *Southwest Decision Sciences Institute Conference*, (San Antonio, March), *Decision Sciences Theory and Application*, p. 12.

With Z. Khan, M. Smith and Y. Kathawala (1991), "Small Business Computer Usage: A Discriminant Analysis," *Proceedings of the 27th Annual Meeting Midwest Administrative Association, Small Business and Entrepreneurship*, (Chicago, April), p. 6.

With D. Dave and Z. Khan (1991), "An Empirical Study of Small Business: Reasons for Involvement in International Business," *Proceedings of Pan-Pacific Conference VIII*, (Kuala Lumpur, Malaysia, June), p. 49-51.

With D. Dave and P. Barr (1991), "Relationship of Physical Attractiveness of the Endorser with Product Class," *Proceedings of the 27th Annual SE TIMS Conference*, (Myrtle Beach, October).

With D. Dave, K. Fitzpatrick, and Z. Khan (1991), "Managerial Implications of Linear Model: An Example of Computer Peripheral Industry," *Proceedings of the 27th Annual Conference of SE TIMS*, (Myrtle Beach, October), p. 27.

With Y. Kathawala and D. Elmuti (1991), "Transfer of Technology to the Persian Gulf Region: Incentives, Options and Obstacles," *Proceedings of International Academy of Business*, (Singapore, June), pp. 151-155.

With Y. Kathawala and D. Elmuti (1991), "Occupational Stress: Relationship of Sex and Managerial Rank," *Proceedings of Southwest Region Decision Sciences Institute*, (March), pp. 122-124.

With Y. Kathawala and A. Shah (1991), "Computer Integrated Manufacturing, Strategic Implications," *Proceedings of Midwest Decision Science Institute*, (March), pp. 167-177.

With E. Bendinelli and Mary F. Smith (1991), "A Sales Training Model for the Service Industry," *Proceedings at the 1991 National Conference in Sales Management*, (Anaheim, April) pp. 121-123.

With Y. Kathawala (1991), "Computer Integrated Manufacturing: Some Strategic Implications," *Proceedings at the 1991 Midwest Business Administration Association*, (Chicago, April), p. 167.

With A. Shah and E. Bendinelli (1990), "What Motivates Service Sector Employees: A Comparison with the Manufacturing Sector," *Proceedings of the Southeast TIMS Conference*, (Myrtle Beach, October), p. 127.

"Accounting Art or Science: An Empirical Approach," *Proceedings of the Southeast TIMS Conference*, October 3-5, p. 28, (1990), at Myrtle Beach, South Carolina, with M. Smith and Z. Khan.

With Mary F. Smith and Z. Khan (1990), "Public Issues Management: A Primer for Accountants," *Proceedings of the Southeast TIMS*, (Myrtle Beach, October), pp. 31-34.

With T. Badgett (1990), "Distribution Policy Analysis for Highly Perishable Products," *Proceedings of the Southeast TIMS*, (Myrtle Beach, October).

With D. Dave, Z. Khan and K. Fitzpatrick, "Modeling Approach of Computer Backup Systems for Pricing Decisions," *Proceedings of Pan-Pacific Conference*, (Seoul, Korea, May/June), p. 167.

With Mary F. Smith and Z. Khan (1989), "Role of Small Business Computers for Profitability and Planning," *Midwest Academy of Management Conference*, (Columbus, April).

With Mary Smith and R. Joshi (1989), "Retraining of Experienced Salespeople," *Proceedings of the 1989 National Sales Management Conference*, (New Orleans, April).

With D. Dave (1989), "Model Building Approach for Appraisal of Residential Properties," *Proceedings of North East Decision Sciences*, (Baltimore, March), p. 62.

With M. Copeland (1986) "Growth Concept. Chemistry and Marketing," *Proceedings of the S.W.M.A. Conference*, (Dallas, March).

PRESENTATIONS

With Zafar Khan, "The Impact of Gender Ethnic Origin, and College on Choice of CPA for Tax Purposes". *Annual Meeting of the American Accounting Association August 1-4 2009*.

With Zafar Khan conducted a 3 hour Workshop titled "Designing and Teaching User Oriented MBA accounting courses". *Annual Meeting of the American Accounting Association August 1-4 2009*.

With Elichman Charles and Khan Zafar "Small Business Performance: Planning Sophistication

and Benchmarking. Is there a Relationship?”. *MBAA International* Chicago March 18-20 2009.

With Murat Kara and Tom Badgett, “Marketing and Childhood Obesity: Perceptions”. 4th International SMSR-ASIA Marketing Conference Mumbai India January 4-5 2009.

With M. Adam and tom Badgett “Perception vs. Performance in Professional Sport” *Thirty-Eighth Annual SEDSI Meeting* February 20-22, 2008 Orlando, FL.

With Tom Badgett and Gary Fisher “Exploring the Efficacy of Team Formation Strategies in Marketing Simulations.” Paper presented at the International College Teaching Methods and Styles Conference, Reno, Nevada, September 2006. Awarded “Best Paper Award” for the track session in which it was presented.

With J. Eveland and C. Wardlaw “Marketing Arts in a Small City”. The 2005 Southeastern InfORMS Conference . Myrtle Beach October (6-7).

With S. Tomlin (2002), 'Emotional Intelligence as a Predictor of Stress Management and Coping'. The 2002 Southeastern InfORMS Conference . Myrtle Beach October (2-4).

With Zafar Khan and Tom Badget (2002) 'What Makes a Good Small Business Counseling Session'. The 2002 Southeastern INFORMS Conference . Myrtle Beach October (2-4).

With Zafar Khan (2001), ‘ Small Business and Application Providers-Leveling the Playing Field’ . *MBAA 37th Annual Meeting*. Chicago, Illinois (March 7-9).

With Mark Lack and Sharyn Tomlin, (2000). ‘Event Sponsorship Marketing.’ *36th Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 4-6).

‘Comparison of US and European Teaching Philosophies’. Invited Keynote Speaker at the *University Grant Commission Workshop at Trichnapalli*, Tamil Nadu India. June 7-9, (2000).

With R. Lawrence and Mary Smith, (2000). ‘Comparison of Family Owned and Incorporated Businesses.’ *16th Pan Pacific Conference* May 31-June 2, Gold Coast, Surfers Paradise Australia.

With C. Pullig (2000), ‘A Multinational Comparison of Critical Success Factors and Perceptions of Small Business Owners- Analysis Over the Organizational Life Cycle’. *Twenty-Seventh Annual Meeting of Southwestern Federation of Administrative Disciplines*, March 4-7 San Antonio, Texas.

With R. Choudhari (1998), "Recognizing Agricultural Loan Defaults," *Proceedings of the 34th Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 2-3).

With W. Mckinney and V. Pissiera, (1998) "Cooperative Advertising Benefits Everyone. Myth or Reality," *Proceedings of the 34th Annual Meeting of Southeastern Chapter of the Institute for Operations Research and the Management Sciences* at Myrtle Beach South Carolina (October 2-3).

With Tom Madison (1998) "SBI Clients Perception of Student Consulting Projects: An Empirical Model," *Southwestern Federation of Administrative Disciplines 25th Annual Meeting*. At Dallas. Recognized as an Outstanding Paper by the Association for Small Business Entrepreneurship.

With Chris Pullig and F. David Alexander (1997), "Critical Success Factors from an Organizational Life Cycle Perspective: Perceptions of Small Business Owners from Different Business Environments," *Southwestern Federation of Administrative Disciplines 24th Annual Meeting*. New Orleans, Louisiana (March 11-15). Distinguished Paper Award as presented by the Southwestern Federation of Administrative Disciplines (SWFAD) and the Southwestern Small Business Institute Association, 1997.

With Zafar U. Khan (1997), "Small Business Clients= Perceptions of Consulting Services Provided by SBDCs," *MBAA 33rd Annual Meeting*. Chicago, Illinois (March 12-14).

With T. Madison (1997), "Value of SBI Student Consulting Program: A Causal Model," *MBAA 33rd Annual Meeting*. Chicago, Illinois (March 12-14).

With T. Madison (1997), "Student Consulting and Business Education," *14th Pan Pacific Conference 97*. Kuala Lumpur, Malaysia (June 3-5).

With Mary Smith (1996), "The Choice of Minority Certified Public Accountant for a Small Business: Does Gender and Dress Matter?" *32nd Annual Meeting of Southeastern Chapter of the Institute for Operation Research and the Management Sciences*. Myrtle Beach SC. (October).

With R. Choudhari (1996), "The Effect of Race and Gender on Mail Response Rates." *32nd Annual Meeting of Southeastern Chapter of the Institute for Operation Research and the Management Sciences*. Myrtle Beach SC. (October).

With Zafar U. Khan and S. Hussain Ashraf, (1996), "Personal Computer Implementation by Small Businesses in Pakistan and the U.S.," *Fifteenth Annual EMU Conference on Languages and Communication for World Business and the Professions*, Ypsilanti, MI, April 11-13, 1996.

With Zafar U. Khan, (1996), "Small Business Training Needs: An empirical Investigation." *Midwest Business Association*. Chicago. (March)

With Zafar U. Khan and Elton Divine, (1995), "A Comparative Analysis of the Effect of Ethnic Origin, Gender and Dress on Choice of CPA's," *The 80th Annual Meeting of the American Accounting Association*, Orlando FL. August 13-16.

With Zafar U. Khan and Elton Divine, (1995), A Comparative Analysis of the Effects of Ethnic Origin, Gender and Dress on Choice of CPA 's," *Southeast American Accounting Association Meeting*, Fort Lauderdale, FL. April 7-10.

With Z. Khan (1995), "An Empirical Investigation of Personal Computer Implementation Problems by Small Business," Midwest Business Association 31st Annual Meeting, March 29-31, Chicago IL.

With Zafar U. Khan and Mary F. Smith (1994), "The Differential Effects of Cues and Type of Information on Marketing Students= Retention and Exam Performance," *the AMA Educator=s Conference (National)*, San Francisco, pp. 243-250, August 8-10, 1994.

With M. LaBurtis (1993), "Legal Implications for New Product Forecasting," 1993 Southeast Decision Science Institute, (Chatanooga, February).

With R. Hegglund (1993), "Analysis of a Historical Event Using The Integrated Leadership Model," 1993 Southeast Decision Science Institute, (Chatanooga, February).

With Y. Kathawala and D. Elmuti (1992), "An Investigation of Factors that Influence Persons Choosing a Clinic or Hospital Facility," 34th Annual Conference of the Midwest Academy of Management, (St. Charles, April).

With Z. Khan, N. E. Marks and Mary F. Smith (1992), "Small Business Personal Computer Users and Non-Users: Attitudes, Perceptions and Discriminant Analysis," 1992 American Accounting Association (National) Annual Meeting, (Washington, D.C., August).

With Z. Khan and D. Cornell (1992), "The Impact of Gender and Dress on Choice of Certified Public Accountants: A Field Experiment," Midwest American Association, (Indianapolis, April).

With Z. Khan and T. Cianciolo (1992), "Employee and Student Attitudes about Drug-Testing," Midwest Business Association, (Chicago, March).

With Mary F. Smith and Zafar Khan (1992), "The Effects of Cues and Information Type on Student Performance and Retention," 1992 Academy of Marketing Science Program, (San Diego, April).

With M. Smith and Z. Khan (1992), "An Analysis of the Effects of Cues and Information Types on Collegiate Student Exam Performance," Table Top Session of the Instructional Innovation &

Technology Track at the 21st Annual Meeting of the Western Decision Sciences Institute, (Reno, March).

With M. Smith and Y. Kathawala (1992), "The Effects of Country of Origin on Various Aspects of Consumer Behavior," 21st Annual Meeting of the Western Decision Sciences Institute Conference, (Reno, March).

With H. Bruha and J. Kibe (1992), "Health Care and Small Business," 1992 National Conference of Small Business Institute Director's Association.

With Z. Khan, H. Bruha and M. Smith (1991), "The Personal Computer in Small Business," 1991 Southwestern Small Business Institute Association Meeting, (Houston, March).

With Z. Khan and M. Smith (1991), "Small Business Personal Computer User and Non-User: An Empirical Study," Southeast American Accounting Association, (Birmingham, April).

With M. Smith and D. Alexander (1991), "Transfer of Entrepreneurial Principles: A Quiet Revolution," Association of Private Enterprise Education, (Nashville, April).

With Z. Khan, D. Elmuti and Y. Kathawala (1991), "The Relationship of an Individual's Classification with their Opinion on Drug Testing," Midwest Society for Human Resources/Industrial Relations, (Chicago, April).

With Mary F. Smith and Michael Wyse (1991), "Tyler Catholic School," 1991 Society for Case Research Workshop, (Northern Michigan University, July).

With Mary F. Smith (1991), "H-Tech Food Stores," (A Case), Midwest Case Researchers Workshop, (Springfield, July).

With Mary F. Smith (1991), "Ride-Rite Corporation," (A Case), Midwest Case Researchers Workshop, (Springfield, July).

"An Overview of Maquiladoras: A Curse or a Blessing?" (1990), 1990 MBAA Conference, (Chicago, March).

With Mary F. Smith (1990), "Butch=s Rat Hole and Anchor Service, Inc.," 1990 Society for Case Research Workshop, (Colorado State University, July).

With Z. Khan and D. Senteney (1990), "Evolution of Accounting Science: An Empirical Approach," Research Forum, American Accounting Association Annual Conference, (Toronto, Canada, August).

With Mary F. Smith (1989), "The Role of Small Business Computer for Profitability and Planning," Thirty-Second Annual Midwest Management Academy Meeting, The Midwest Division of the Academy of Management, (Columbus, April).

With Mary F. Smith (1989), "Security Bancshares, Inc.," 1989 Society for Case Research Workshop, (Morehead State University, July).

With M. Smith and D. Dave (1989), "Enhancing the Educational Experience of Foreign Students: Future Partners in Global Business," Association of Global Business Meeting, (New Orleans, November).

With Z. Khan (1989), "A History of Science and Accounting Discipline," Mid-Atlantic American Accounting Association, (Wilmington, April).

With Khan (1988), "Perception of Risk and Nuclear Industry," TIMS/ORSA National Meeting, (Denver, October).

With Khan (1988), "Evaluation of Perceived Risk of Technological Hazards," TIMS/ORSA National Meeting, (Washington, D.C., April).

PROFESSIONAL SERVICE

Served as a reviewer for SEINFORMS Conference from 1996 to present.

Served as an external examiner for a doctoral dissertation committee from Capella University 2009

Served as an external examiner for a doctoral dissertation from the University of South Australia in 2009.

Served on the Editorial Review Board of Journal of Electronic Marketing since 2006- present

Conducted several studies for Angelo State University. Examples include the Micro-lab Customer Satisfaction study each year since 1996, Faculty Technology Satisfaction study every other year since 1998, Customer Satisfaction studies for the Vice-President of Fiscal Affairs every year with the help of my students.

Served as an external examiner for a doctoral dissertation from Bhartidasan University in 2007.

Served as an external examiner for a doctoral dissertation from the University of South Australia and one from Madurai University, India in 2006.

Served as an external examiner for 1 doctoral dissertations from Bhartidasan University and 1 from University of South Australia , Australia (2005)

Served as an external examiner for 1 doctoral dissertations from University of South Australia and 1 from Madurai University , India (2004)

Served as an external examiner for 1 doctoral dissertations from Bhartidasan University and 1 from Algappa University , India (2003)

Served as an external examiner for 3 doctoral dissertations from Bhartidasan University and 1 from Kamraj University (Madurai), India (2002)

Served as an external examiner for 2 doctoral dissertations from Bhartidasan University and 1 from Kamraj University (Madurai), India (2001).

Served as an external Examiner for **three** PhD dissertations from Bharthidasan University in 2000.

Served as an external Examiner for **one** PhD dissertations from Bharthidasan University in 1999.

Served as an external Examiner for **one** PhD dissertations from Gujarat University in 1998

Served as an external Examiner for **one** PhD dissertations from Bharthidasan University in 1998.

Editorial Review Board Membership

International Journal of Electronic Marketing and Retailing (IJEMR (2005-present)

Journal of Business Strategies (1993-present)

Track Chair

Track Chair, Marketing and Logistics (2004), Southeast Conference IINFORMS (Myrtle Beach, October).

Track Chair, Marketing and Logistics (2003), Southeast Conference IINFORMS (Myrtle Beach, October).

Track Chair, Marketing and Logistics (2002), Southeast Conference IINFORMS (Myrtle Beach, October).

Track Chair, Marketing and Logistics (2000), Southeast Conference IINFORMS (Myrtle Beach, October).

Track Chair, Marketing and Logistics (1998), Southeast Conference IINFORMS (Myrtle Beach, October).

Track Chair, Marketing (1994), Southwest Small Business Institute Association Conference, (March).

Track Chair, Marketing and Logistics (1990), Southeast Conference TIMS, (Myrtle Beach, October).

Session Chair

Session Chair, Marketing and Logistics (2005), Southeast Conference IINFORMS (Myrtle Beach, October).

Session Chair, Management (2003), Southeast Conference IINFORMS (Myrtle Beach, October).

Session Chair, Marketing and Logistics (2002), Southeast Conference IINFORMS (Myrtle Beach, October).

Session Chair, Health Care and Marketing (2000), Southeast Conference IINFORMS (Myrtle Beach, October).

Session Chair, Marketing and Logistics (1998), Southeast Conference IINFORMS (Myrtle Beach, October).

Session Chair (2000), Pan Pacific Conference at Gold Coast, Australia May 31-June 2.

Session Chair (1990), American Global Business Association, (Orlando, November).

Session Chair (1990), Midwest Case Researchers Association Workshop, (Fort Collins, July).

Facilitator

Facilitator (1989), Midwest Case Researchers Association Workshop, (Moorehead, July).

Conference Paper Reviewer

Reviewer for MBAA and/or SEINFORMS Conferences 1998-2009.

Reviewer for 1990 Annual Advances in Business Cases.

Reviewer for 1990 National Sales Management Conference.

Reviewer for 1989 Annual Advances in Business Cases.

Reviewer for 1989 National Sales Management Conference.

Reviewer for 1989 Midwest Marketing Association.

PROFESSIONAL MEMBERSHIPS

Membership in the following Professional Organizations: Southeast Institute of Management Science, Southwest Marketing Association, American Marketing Association, Omicron Delta Epsilon (International Honor Society of Economics), Alpha Iota Delta (Systems Analysis Society), Sigma-Xi (International Research Society), Southeast Decision Sciences Institute, Atlantic Marketing Association.

PROFESSIONAL AWARDS AND HONORS

Delivered an invited lecture at University of Mumbai 2009.

2005 Best paper award CTMS Conference Reno.

Invited to speak to CEO's of the Maquiladora Association in Mexico September 11-13 (2003) on opportunities for business co-operation in India.

Nominated for the National Award as the Small Business Advocate of the Year. (2003).

Honored as the Small Business Advocate of the Year for South Texas Border Region as well as by the City of San Angelo Chamber of Commerce. (2003).

2002 Recognized for the Services and Contributions as Track Chair by >The Southeastern Chapter of The Institution for Operations Research and the Management Sciences= October 2 at Myrtle Beach South Carolina

Named as The Piper Distinguished Professor for the year 2000 by the Minnie Steven Piper Foundation of Texas.

1999 Recognized as the Distinguished Alumni Professor, Angelo State University.

1998 Recognized for the Services and Contributions to The Southeastern Chapter of The Institution for Operations Research and the Management Sciences= October 2 at Myrtle Beach South Carolina.

1996-1998 Coordinating Board Member of the West Texas A&M Undergraduate Research Conference.

1998 Distinguished Paper Award presented by the Midwest Business Administration Association, POM/SB/E Division. (MBAA March)

1998 Recognized as an Outstanding Paper by the Association for Small Business Entrepreneurship. (SWAFAD, March)

1997 Distinguished Paper Award presented by the Southwestern Federation of Administrative Disciplines (SWFAD) and the Southwestern Small Business Institute Association, 1997. (SWAFAD, March).

1995 Nominated to the first outside member of the West Texas A&M Research conference.

1995 National Award for the Best Undergraduate Small Business Institute Consulting Report out of the over 6000 entries.

1994 Best Undergraduate Small Business Institute Consulting Report in the Southwest Region in the Economic Development category, Small Business Administration.

1994 Best Graduate Small Business Institute Consulting Report in the Southwest Region, Small Business Administration.

Texas Senate Proclamation (S103) for services rendered to the State of Texas and particularly West Texas. (1993).

Best Paper in Marketing Education, Atlantic Marketing Association Conference, October, 1993.

Certificate of Appreciation, Commissioners of Tom Green County, for a Wage and Performance Appraisal Study, May 1993.

Distinguished Service Award, San Angelo Chamber of Commerce, for outstanding support of economic development, May 6, 1992.

1992 Best Graduate Small Business Institute Consulting Report Award, Small Business Administration, San Antonio District Office, 1992.

Track Chair, Statistics & Stochastic Models Award, presented by the Southeastern Chapter of the Institute for Management Sciences, 28th Annual Meeting, October 2, 1992.

1991 Irwin Distinguished Paper Award, Southwestern Federation of Administrative Disciplines (SWFAD) and the Southwestern Small Business Institute Association.

Track Chair Award, presented by the Southeastern Chapter of the Institute of Management Sciences, 26th Annual Meeting, 1990.

UNIVERSITY AND BUSINESS SCHOOL ACTIVITIES

Supervised over 15 Customer Satisfaction Studies for Angelo State University from 2005-2009.

Supervised students for several consulting projects to help the community and local businesses for example: San Angelo Colts, Legacy Health Plan, Graham General Hospital, Town And Country stores, Armstrong, Bachus Accounting Firm, San Angelo Standard Times, San Angelo Health Club, Angelo State University Micro lab customer satisfaction survey, Alumni Survey and Carr Scholarship Survey, Southland Baptist Church, Lamesa Cattle Ranch, Grapecreek ISD, Shannon Behavioral Health, Economic Development Survey for San Angelo of Chamber members and Community amongst others (2001).

Member of the Academic Master Plan subcommittee for new programs, Carr Scholarship committee and search committees for two faculty positions and the dean of Business School. (2000).

Supervised students for several consulting projects to help the community and local businesses for example: San Angelo Colts, Shannon Clinic, Graham General Hospital, Gabriel's Department Store, **seven polls** for San Angelo Times, San Angelo Health Club, Angelo State University Micro lab customer satisfaction survey and fund raising survey of other institutions, Town and Country Stores, Shelbourne Accounting firm, Business Administration MBA Online survey amongst others. (2000).

Supervised students for several consulting projects to help the community and local businesses for example: Home for the Girls marketing plan, Rio Concho Manor home for the elderly, Williams Foundation, San Angelo School District, Johnson and Johnson, San Angelo City Council, Angelo State University Microlabs, Armstrong and Bachus Accounting firm and JTPA program amongst others. (1999).

Supervised and assisted with Angelo State University Alumni Survey. (1998)

Supervised a Carr Research scholar project on Activity Based Accounting implementation in the Health Care Industry. (1998).

Supervised Student Consulting project for Customer Satisfaction Evaluation for Shannon Clinic and ancillary services. (1998).

Supervised Student Consulting reports for Shannon Hospital (2), Town & Country (2), Educators Credit Union (2), Sunshine Groceries, St. Mary=s Church, ASU Microlab, ASU Technology Services, University Health Services, Burger King Resturants, City of San Angelo amongst others. (1997).

Member, Research Committee for Accreditation. 1997-1998.

Chair, SACS Accreditation Committee for Marketing Discipline. 1997-1998.

Member, Norwest Business Lecture Committee. 1996-1998.

Member, Search Committee for hiring an Accounting Faculty. (1997).

Member, Director of Institutional Research Search Committee. (1996-1997).

Member, International Education Committee, 1992-1995.

Developed questionnaire, conducted survey, analyzed data and reported on the results of the economic impact of the ASU-SBDC on San Angelo and the Concho Valley area, February-July, 1992.

Supervised a Case Report for the Mayfield Paper Company, Inc., San Angelo, Texas, in cooperation with the University's Small Business Institute (SBI) Program. The case was prepared by selected students in Dr. Chawla's graduate Marketing class during the Fall Semester, 1991. This case was recently selected by the U.S. Small Business Administration (SBA) as a District Winner, Graduate Case Study of the Year for 1992.

Supervised three Case Reports for the SBI Program during the recently completed 1992 Fall Semester. These cases dealt with (1) the 5 Point Grocery in San Angelo, (2) the Rusty Franklin Boot Company in San Angelo, and (3) Crest Packaging, Inc. in San Angelo. Each of these cases was conducted under the auspices of the U. S. Small Business Administration through a contractual arrangement with the ASU-SBI Program.

Supervised student consulting teams for the University Small Business Institute (SBI) program. The cases completed were: (1) Tom Green County. (2) Southwest Orient Railroad. (3) Kaiser Iron Works. (4) Coke County. (5) KSJT Radio Station. In addition conducted statistical analysis for five other projects of SBI. (Spring 1993).

COMMUNITY SERVICE

Conducted several survey studies for local profit and non-profit organizations. 2001- present.

Conducted seven telephone polls for San Angelo Standard Times. (2000).

Conducted **five** telephone polls for San Angelo Standard Times. (1999).

Developed Focus Group questions for San Angelo Independent School District need analysis study for school health plan. (1998).

Developed a survey for the City of San Angelo to assess the satisfaction with the current cable operator to facilitate their contract negotiations. (1998).

Conducted an evaluation of the Festival of Lights San Angelo program. (1998)

Conducted Polling for the mayoral elections May 1997.

Conducted a feasibility study for the Festival of Lights San Angelo. (1996).

Surveyed residents of San Angelo with regards to a proposal to raise the sales tax by 1/2% to be used for economic development purposes within the city. Monitored the situation locally through the application of a survey instrument. Reports were made periodically to members of the Chamber of Commerce and to other city officials (February, 1990 - May, 1990).

Developed questionnaire, conducted local survey, analyzed data collected, and reported on the results of a "Fly San Angelo" campaign which was sponsored by the San Angelo Chamber of Commerce. Specific concerns of this study pertained to the image of local travel agencies and customer perceptions of the local airline service to and from San Angelo (December, 1990 - February, 1991).

Conducted research for the San Angelo Chamber of Commerce involving economic development issues. Specifically, the research evolved around the possible location of a state prison facility in San Angelo (1991/1992).

Additional research relative to economic development issues has been conducted for the San Angelo Chamber of Commerce, for various local businesses, for the ASU Small Business Development Center (SBDC), and for the ASU Small Business Institute Program (SBI).

Designed a survey for The San Angelo Chamber of Commerce to determine support for a possible sales tax increase among chamber members. Reported the results to the Chamber and also advised on the possible alternatives available. (June 1993).

Conducted a Wage and Salary study for Tom Green County=s private sector, (1995).

Conducted a study to examine the relationship between school size and quality of education for San Angelo Independent School District, (1995).

