

JAISHANKAR GANESH
Rutgers School of Business - Camden
Rutgers - The State University of New Jersey
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WORK EXPERIENCE

Dean (2010 – present)

Rutgers School of Business - Camden
Rutgers - The State University of New Jersey
Camden, NJ

Associate Dean (2007 – 2010)

Finance, Administration and Executive Education
College of Business Administration, University of Central Florida, Orlando, FL

Associate Dean (2004 – 2007)

Graduate & Doctoral Programs, Research and Executive Education
College of Business Administration, University of Central Florida, Orlando, FL

Professor of Marketing (2010 – present)

Rutgers School of Business - Camden
Rutgers - The State University of New Jersey

Associate Professor (2003 - 2010)

Assistant Professor (1996 - 2003)

Department of Marketing
University of Central Florida, Orlando, FL

Visiting Assistant Professor (1995 - 1996)

Department of Marketing and Entrepreneurship
University of Houston, Houston, TX

EDUCATION

Ph.D., Marketing & International Business

University of Houston
Houston, Texas, 1995

MBA, International Business

University of Houston
Houston, Texas, 1991

B.Tech, Electronics and Instrumentation Engineering

Madras Institute of Technology, Anna University
Madras, India, 1988

B.S., Physics

Loyola Autonomous College, University of Madras
Madras, India, 1985

MAJOR ACCOMPLISHMENTS AS DEAN OF THE RUTGERS SCHOOL OF BUSINESS – CAMDEN (2010 – Present)

Strategy, Planning & Administration

- Established critical targets and achieved enrollment growth and financial stability.
- Doubled enrollment and increased overall revenue by over 300%
- Prepared the school for a highly successful transition to a Responsibility Centered Management based budgeting.
- Working with faculty and other stakeholder group successfully designed and launched the Strategic Plan for the school.
- Launched a major Brand Identity and Brand Building campaign that involves social/digital media as well as traditional media.
- Lead the school successfully through the maintenance of AACSB accreditation as well as the University process for Middle States Accreditation.

Intellectual and Human Capacity

- Built and supported the Intellectual and Human capacity of the school to support growth and enhance scholarly productivity and reputation.
- Recruited more than 30 new tenure-track/clinical faculty and guided faculty through tenure and promotion to Associate and promotion to Professor
- Doubled faculty research travel budget and instituted a Summer Research grant program that offers annual competitive research grants of \$12,000 each.
- The investment in faculty research and professional development has produced several premier academic journal publications within the past few years from every one of the academic areas.

Innovative Degree Programs and Partnerships

- As part of the growth strategy, successfully introduced five new undergraduate and graduate degree programs across multiple levels and modalities resulting in an innovative array of programs targeting a wide range of audience from freshmen to corporate executives.
- Successfully re-envisioned the undergraduate major to provide more focus using career-oriented tracks coupled with internships within the tracks. Introduced Focused Learning Modules (FLMs) at the Graduate Level in place of concentrations for the MBA program.
- Successfully launched two online degree programs – the Rutgers Online MBA and the Rutgers online Bachelor of Arts in Business Administration – that serves as the flagship online business offerings for the entire university.
- Our Online BBA is ranked #31, Online MBA is ranked #51 and our part-time Evening MBA program is ranked #44 in the country by U.S. News & World Reports.
- Partnered with other academic units within the university to create accelerated 5-year programs such as B.S.-MBA (with Biology), B.A.- MBA (with Economics), and dual degree programs such as the DNP/MBA (with Nursing), and the redesigned JD-MBA program with the Law school.
- Formed successful international partnerships with major universities across the globe.

Redefining Student Experience and Enhancing Student Success

- Established a Student Experience Center that assists students through personal and professional development with clear competencies and metrics associated with student retention, graduation, and placement.
- Recruited student experience officers to assist our 60%+ first generation students through their 4-Year UG program to enhance their college experience and ultimate success.
- Worked with faculty and administrators to create three 1-credit courses that focusses on professional development and includes professional development lab activities.
- Designed and developed a Corporate Affiliate Program that enlists corporate partners in each major who would recruit student interns and provide input to the business school curriculum. This program has resulted in over 120 paid internships this past year.

- Started and fostered various programs (like Guest professor week, Executive Shadowing, etc.) to grow and re-engage alumni and donor base.

Resource Development & Friend and Fund Raising

- Along with administrative leaders and key alumni designed and developed a multi-year strategic plan to increase alumni participation, engagement and involvement with the business school.
- Expanded the Dean's Leadership council to include both alumni and non-alumni corporate partners and Leaders.
- Quadrupled Scholarship offerings to attract and support top-notch students. Introduced innovative Means (Bridging the Gap), Merit and Responsibility-based scholarships to attract and support a wide-range of students at the business school.
- Secured a large gift from a generous alumni towards creating a center for Promoting Excellence in Accounting Education & Practice
- Built a 40 terminal finance trading lab that includes Bloomberg terminals, databases, simulation software, and data feeds that help infuse hands-on experience practical experience to the portfolio investment and risk management concentration in the Finance curriculum

ADMINISTRATIVE RESPONSIBILITIES & ACCOMPLISHMENTS AS ASSOCIATE DEAN AT THE COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL (2004 – 2010)

Finance, Planning & Performance Evaluation

- Effectively managed \$25+ million budget for the college
- Critical team member of the college's AACSB Reaffirmation process
- Designed and implemented new budget model for the college taking into consideration weakening state budget situation
- Designed a new Human Resource policy to support the teaching and research needs of nearly 100+ College of Business' full-time faculty
- Work closely with the Dean in recruiting and evaluating faculty and staff and in making progress toward tenure decisions
- Work closely with the Dean in making Promotion & Tenure decisions
- Serve on the Dean's committee to select CBA Hall of Fame Award winners

Executive & External Programs

- Completely revamped the College's Executive Development Center (EDC) and its programs
- Enhanced alumni relationship
- Recruited and fostered an energetic and motivated team at the EDC
- Increased multifold EDC's enrollment in degree programs over a five year period
- Introduced three new professional degree programs and several non-degree external programs
- Launched new Professional MBA programs at multiple sites along with other Professional Masters in Information Systems, Human Resource Management and Real Estate
- Negotiated and managed the move of the EDC to downtown Orlando thus ensuring proximity and a closer relationship with the business community
- Increased EDC's revenue from \$300,000 to over \$3.5 million in five years
- Successfully positioned the EDC as "Central Florida's Partner for Executive Education."

Graduate Programs & Research

- Worked closely and effectively with college committees and departments in running the various graduate degree programs
- Served on University graduate coordinators committee to review and implement university-wide policy for graduate education
- Together with the master's and doctoral program committees developed program goals, outcomes and assessment measures for the nine graduate programs
- Lead the college graduate programs through a successful SACS reaccreditation process
- Effectively positioned the graduate programs and graduate faculty for AACSB reaffirmation
- Enhanced the quality and admissions requirements for full-time MBA program
- Designed and developed a successful joint MS/MBA degree offering with the Bio-technology department
- Spearheaded a major revamping of the evening MBA program and successfully changed it to a lock-step format that ensures quality and timely graduation
- Established the Office of Corporate Partnership and Career Management that focused exclusively on providing internship and placement opportunities for graduate students
- Along with the doctoral program committee was successful in establishing and preparing students for college-wide research awards and university-wide teaching awards for doctoral students
- Had an successful research and placement record for the first four batches of doctoral candidates

RESEARCH INTERESTS & EXPERIENCE

Research Interests

Overall Research Interests: Marketing Management & International Marketing Strategy

Marketing Strategy Focus: Customer Satisfaction, Loyalty, Retention and LTV Assessment, Marketing Product and Process Innovation & Diffusion, and Retail Patronage Behavior

Intl. Marketing Focus: Global Competition and Marketing Strategy, Cross-National Diffusion of Products, and Foreign Market Entry Decisions

Refereed Journal Publications

Johnson, Zach, Huifang Mao, Sarah Lefebvre and **Jaishankar Ganesh** (2019), "Good Guys Can Finish First: How Brand Reputation Affects Extension Evaluations," *forthcoming, Journal of Consumer Psychology*.

Mouri, Nacef, Vishal Bindroo and **Jaishankar Ganesh** (2015), "Do Retail Alliances Enhance Customer Experience? Examining the Relationship between Alliance Value and Customer Satisfaction with the Alliance," *Journal of Marketing Management*, Vol. 31, Issue 11-12, pp. 1231-1254.

Kumar, V., Ilaria D. Pozza, and **Jaishankar Ganesh** (2013), Revisiting the Satisfaction-Loyalty Relationship: Empirical Generalizations and Directions for Future Research,” *Journal of Retailing*, Vol. 89 (3), pp. 246-262.

- **Runner up for the 2015 Davidson Award as best article of 2013.**

Ganesh Jaishankar, K.E. Reynolds, M. Luckett, and N. Pomirleanu (2010), “Online Shopper Motivations and e-Store Attributes: An Examination of Online Patronage Behavior and Shopper Typologies,” *Journal of Retailing*, Vol. 86 (1), pp. 106-115.

Ganesh Jaishankar, Kristy Reynolds, and Michael Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Study," *Journal of the Academy of Marketing Science*, Vol. 35 (3), pp. 369-381.

Kristy Reynolds, **Jaishankar Ganesh**, and Michael Luckett (2002), "Traditional Malls versus Factory Outlets: A Comparison of Shopper Typologies and Implications for Retail Strategy," *Journal of Business Research*, Vol. 55 (9), pp. 687-696.

Ganesh Jaishankar, Mark Arnold and Kristy E. Reynolds (2000), "Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers," *Journal of Marketing*, Vol. 64 (3), pp. 65-87.

- **Ranked amongst top 10 most cited article in the Journal of Marketing for 2000-2010**

Karande, Kiran and **Jaishankar Ganesh** (2000), “Who Shops at Factory Outlets and Why: An Exploratory Study,” *Journal of Marketing Theory and Practice*, Vol. 8 (4), pp. 29-42.

Ganesh, Jaishankar and Gillian Oakenfull (1999), "International Product Positioning: An Illustration Using Perceptual Mapping Techniques," *Journal of Global Marketing*, Vol. 13 (2) pp. 85-111.

V. Kumar, **Jaishankar Ganesh** and Raj Echambadi (1998), “Cross-National Diffusion Research: What We Know and How Certain Are We?,” *The Journal of Product Innovation Management*, (May), Vol. 15 (3), pp. 255-268.

Ganesh, Jaishankar (1998), "Converging Trends Among Members of the European Union: Insights from an Analysis of Diffusion Patterns Over Time," *Journal of International Marketing*, Vol.6 (4), pp. 32-48.

Ganesh, Jaishankar, V. Kumar and V. Subramaniam (1997), “Learning Effects in Multinational Diffusion of Consumer Durables: An Exploratory Investigation,” *Journal of the Academy of Marketing Science*, Vol. 25, (3), pp. 214-228.

Ganesh, Jaishankar and V. Kumar (1996), "Capturing the Cross-National Learning Effect: An Analysis of an Industrial Technology Diffusion," *Journal of the Academy of Marketing Science*, Vol. 24, (4), pp. 328-337.

V. Kumar and **Jaishankar Ganesh** (1995), "State-of-the-Art in Brand Equity Research: What We Know and What Needs to be Known,” *Australasian Journal of Market Research*, (January), Vol. 3, (1), pp. 3-21.

Conference Presentations, Book Chapters and Proceedings

Milewicz, C., Chauradia, A.J., Echambadi, R., and **Jaishankar Ganesh** (2018), “Advancing the resource-based view: Human capital investments and consumer satisfaction,” to be presented at the Strategic Management Society (SMS) 38th Annual Conference, September 22-25, Paris, France.

Milewicz, C., Chauradia, A.J., Echambadi, R., and **Jaishankar Ganesh** (2018), “Advancing the resource-based view: Human capital investments and consumer satisfaction,” to be presented at the 2018 Academy of Management Meeting, August 10-14, Chicago, IL.

Milewicz, C., Chauradia, A.J., Echambadi, R., and **Jaishankar Ganesh** (2018), “Advancing the resource-based view: Human capital investments and consumer satisfaction,” presented at the Asian Management Research Consortium 2018, April 27 & 28, Seoul National University, Seoul, South Korea.

Mao, Huifang, **Jaishankar Ganesh**, Nadia Pomirleanu and Xiaojing Yang (2016), “Product Performance or Customer Satisfaction? How Customer Reviews Affect Product Evaluations,” presented at the Sixth Global Innovation and Knowledge Academy (GIKA) Conference, March 20-23, Valencia, Spain.

Mouri, Nacef and **Jaishankar Ganesh** (2009), “Route to Customer Satisfaction: Is it Through the Heart or the Head?” proceedings and presentation at the *AMA's 2009 Summer Marketing Educators' Conference*, August 7-10, Chicago, IL.

- **Won the Best Paper Award in the Services Marketing & Management Track.**

Nadia Pomirleanu, **Jaishankar Ganesh**, and Raj Echambadi (2009), “Critical Reviews and Products' Market Performance,” proceedings and presentation at the *AMA's 2009 Summer Marketing Educators' Conference*, August 7-10, Chicago, IL.

Mouri, Nacef and **Jaishankar Ganesh** (2009), “Customer Value, Satisfaction, and Post-Consumption Behavior: A Consumer-Based Assessment of Marketing Alliances” proceedings and presentation at the *AMA's 2009 Summer Marketing Educators' Conference*, August 7-10, Chicago, IL.

Mouri, Nacef and **Jaishankar Ganesh** (2008), “On the Relationship between Marketing Alliance and the Consumer,” proceedings and presentation at *2008 ACME Conference*, March 4-8, Houston, Texas.

Luckett, Michael, Kristy Reynolds, and **Jaishankar Ganesh** (2007), “Shoppers versus Surfers: An Examination of Online Shopper Typologies,” presented at the *14th Annual Conference of ASBBS*, February 22 to 25, Las Vegas, Nevada.

Nadia Pomirleanu and **Jaishankar Ganesh** (2006), “Understanding the Differences between Customer Satisfaction and Customer Delight: Implications on Post-Consumption Behavioral Outcomes,” presented at the *AMA's 2006 Summer Educators' Conference*, August 4-7, Chicago, IL.

Zinkhan, George, Anupam Jaju, **Jaishankar Ganesh**, and Linda Hayes (2001), "Corporate Image: A Conceptual Framework for Strategic Planning," presented at the *AMA's 2001 Summer Educators' Conference*, August 11-14, Washington, D.C.

Ganesh Jaishankar, Kristy E. Reynolds, Michael Luckett (1998), "Traditional Malls versus Factory Outlets: A Comparison of Shopper Typologies and Implications for Retail Strategy," presented at the *1998 Southern Marketing Association's Special Retailing Seminar*, November 2-4, New Orleans, LA.

- **Received the best paper award in the retail strategy track.**

Karande, Kiran and **Jaishankar Ganesh** (1998), "Who Shops at Factory Outlets and Why?: An Exploratory Study," presented at the *AMA's 1998 Winter Marketing Educators' Conference*, February 21-24, Austin, Texas.

Luckett, Michael, **Jaishankar Ganesh** and Peter Gillett (1998), "Quantitative Tools in Hospitality Research: An Application of Perceptual Maps," in *Consumer Behavior in Travel & Tourism*, Editors: Pizam and Yoel.

Ganesh, Jaishankar and V. Kumar (1997), "Understanding the Multinational Diffusion of Innovations: Implications for International Market Entry Decisions," presented at the *1997 Academy of International Business Conference*, October 8-12, Monterrey, Mexico.

Luckett, Michael and **Jaishankar Ganesh** (1997), "The Use of URLs in Print Ads: Impact on Ad Effectiveness and Consumer Perceptions," presented at the Significant Advances in Advertising Theory and Practice Session of the *AMA's 1997 Summer Marketing Educators' Conference*, August 2-6. Chicago, IL.

Echambadi, Raj and **Jaishankar Ganesh** (1997), "Beyond Customer Satisfaction: An Examination of Rewards Program as a Strategic Tool for Building Customer Loyalty," presented at the *AMA's 1997 Winter Marketing Educators' Conference*, February 15-18, St. Petersburg Beach, Florida.

Oakenfull, Gillian and **Jaishankar Ganesh** (1997), "Cross-Cultural Perceptions and Preferences: Implication for New Product Introduction and Positioning Strategies," presented at the Significant Advances in Advertising Theory and Practice Session of the *AMA's 1997 Winter Marketing Educators' Conference*, February 15-18, St. Petersburg Beach, Florida.

V. Kumar and **Jaishankar Ganesh** (1996), "Cross-National Diffusion Research: Is There Learning?," presented at the *Marketing Science Conference*, March 8-10, 1996, Gainesville, Florida.

Ganesh, Jaishankar, V. Kumar, and Masaaki Kotabe (1996), "Competitive Marketing Strategies of Firms in Multidomestic and Global Industries: An Empirical Investigation of the Strategy-Performance Relationship," presented at the *1996 Academy of International Business Conference*, September 26-29, Banff, Alberta, Canada.

V. Kumar, V. Subramaniam, and **Jaishankar Ganesh** (1994), "A Hierarchical Approach to International Market Entry Decisions using a Nested Logit Framework," presented at the March 17-20, 1994, *Marketing Science Conference*, Tucson, Arizona.

V. Kumar and **Jaishankar Ganesh** (1993), “Diffusion of Scanner Technology: A Cross-National Analysis of Diffusion Patterns,” presented at the *Marketing Science Conference*, March 12-14, 1993, St. Louis, Missouri.

Manuscripts Under Review & Research in progress

“Good Guys Can Finish First: How Corporate Associations Influence Consumer Evaluations of Brand Extensions,” (with Zach Johnson and Huifang Mao)

“Product Performance or Customer Satisfaction: How Customer Reviews Affect Product Evaluations,” (with Huifang Mao, Nadia Pomirleanu & Xiaoqing Yang)

“Critical Reviews and Market Performance: Can the Whole Be Less Than Sum of the Parts?,” (with Nadia Pomirleanu)

“Human Capital, Customer Relationships, and Abnormal Stock Returns: A Market-Based Asset Management and Share Holder Analysis,” (with Amit Chauradia, Chad Milewicz and Raj Echambadi).

Research Awards and Grants

- Carl H. Galloway Faculty Performance Award for **Research**, UCF, 2003
- Carl H. Galloway Faculty Performance Award for **Research**, UCF, 1999
- Carl H. Galloway Faculty Performance Award for **Research**, UCF, 1998
- Carl H. Galloway Faculty Performance Award for **Research**, UCF, 1997
- Office of Sponsored Research Grants, UCF, 1997 & 1998
- College of Business Research Grants, UCF, 1999, 2004

TEACHING INTERESTS & EXPERIENCE

Teaching Interests

Marketing Management, Marketing Strategy, CRM, Marketing Engineering, Marketing Models, New Product Management, Multivariate Statistical Methods, Global Marketing Management, International Business, and Marketing Research.

Courses Taught

Ph.D.:	Marketing Strategy
EMBA/PMBA:	International Business, Marketing Strategy, Business Analytics & Intelligence, and Strategic Innovation
MBA:	Marketing Strategy, New Product Management, Marketing Engineering & Global Marketing
Undergraduate:	Principles of Marketing (Large section), Marketing Strategy, Marketing Management & International Marketing

Teaching Awards and Honors

- * Carl H. Galloway Faculty Performance Award for **Graduate Teaching**, UCF, 2003
- * Carl H. Galloway Faculty Performance Award for **Undergraduate Teaching**, UCF, 2002
- * UCF – **Teaching** Incentive Performance Award, UCF, 1996-2002
- * College of Business Faculty Excellence Award for **Graduate Teaching**, UCF, 1999
- * Carl H. Galloway Faculty Performance Award for **Graduate Teaching**, UCF, 1998
- * College of Business Faculty Excellence Award for **Teaching**, UCF, 1997
- * Melcher Award for Excellence in **Teaching**, University of Houston, 1995

PROFESSIONAL SERVICE

State/Community/Profession

- * AACSB Peer Review Team (Chair/Member)
- * AACSB Initial Accreditation Review Team
- * Member, New Jersey State Senate's Business Advisory Task Force
- * Member, Board of Directors, Goodwill Industries Southern Jersey and Philadelphia
- * Member, Board of Directors, South Jersey Chamber of Commerce

Department/College/University

- * Rutgers, AAUP-AFT Negotiation Committee
- * Rutgers Strategic Plan Sub-committee (co-Chair)
- * Rutgers 250th Anniversary Marketing, Sponsorships and Promotions Committee
- * Dean Search Committee, Rutgers Business School – Newark/New Brunswick
- * Promotion & Tenure Committee (UCF)
- * CBA Research Committee (UCF)
- * MBA Task Force (UCF)
- * International Business Task Force (UCF)
- * AACSB Re-Accreditation Committee (UCF)
- * Chair, Faculty & Instructor Search Committee (UCF)
- * Doctoral Program Re-targeting Committee (UCF)
- * Department of Marketing Assessment Committee (UCF)
- * Inaugural Ph.D. Program Coordinator for Marketing (UCF)
- * Member/co-chair of Doctoral Advisory Committees (UCF)

Dissertation Committees

- Robert Cascio, UCF College of Business Administration, 2011 (**Chair**).
- Zachary Johnson, UCF College of Business Administration, 2011(**Chair**).
- Nadia Pomirleanu, UCF College of Business Administration, 2009 (**Chair**).
- Chad Milewicz, UCF College of Business Administration, 2009 (**Co-Chair**).
- Janet Tinoco, UCF College of Business Administration, 2007 (**Co-Chair**).
- Inigo Arroniz, UCF College of Business Administration, 2006 (**Member**).
- Nacef Mouri, UCF College of Business Administration, 2005 (**Co-Chair**).
- Mike McCardle, UCF College of Business Administration, 2004 (**Member**).
- Philip T. Meade, Department of Industrial Engineering and Management Systems, College of Engineering and Computer Science, UCF, 2003 (**Member**).

Professional

- * Ad hoc reviewer for *Journal of Marketing*
- * Ad hoc reviewer for the *Journal of International Marketing*
- * Ad hoc reviewer for the *Journal of International Management*
- * Ad hoc reviewer for the *Journal of International Business Studies*
- * Ad hoc reviewer for the *Journal of the Academy of Marketing Science*
- * Ad hoc reviewer for the *International Journal of Research in Marketing*
- * Served as a reviewer for several AMA Summer & Winter Educators' Conferences
- * Served as a reviewer for the Academy of International Business Conference
- * Reviewer, *International Marketing Research*, 2nd edition, by Susan Douglas and Samuel C. Craig, John Wiley & Sons
- * Reviewer, *Global Marketing*, 2nd edition, by Johnny Johansson, Irwin Publishers
- * Reviewer, *Principles of Forecasting: A Handbook for Researchers and Practitioners* by Scott J. Armstrong, Kluwer Academic Publishers for the *Journal of Marketing Research*

Service Awards

- * Carl H. Galloway Faculty Performance Award for **Service**, UCF, 1998
- * Carl H. Galloway Faculty Performance Award for **Service**, UCF, 1997