

**Balaji C. Krishnan**  
**Vice-Provost, International Affairs**  
**Professor, Marketing and Supply Chain**  
**Management**  
**University of Memphis**

[krishnan@memphis.edu](mailto:krishnan@memphis.edu)

#### **AREAS OF EXPERTISE**

- Developing Interdisciplinary Programs across Colleges
- Innovations in Curriculum
- Innovations in Program Development
- Enrollment Growth
- International Recruitment
- Faculty Development
- Developing Alumni Relations
- Corporate Outreach

#### **ACADEMIC LEADERSHIP EXPERIENCE**

- Vice Provost, Global Initiatives, 2020 – present.
- Executive Director, International Academic Relationships and Recruitment, University of Memphis, 2020.
- Director, MBA Programs, Fogelman College of Business & Economics, University of Memphis, 2011 – 2019.

#### ***Administrative Experiences***

- Responsible for International enrollment since Fall 2020. Increased international enrollment from 664 to 1775 in a 3 year period (increase of about \$18 million in revenue).
- Managed 5 MBA programs and facilitated 4 specialized Masters program
- Responsible for Corporate Outreach
- Serving on the university's Corporate Strategy Council.
- Develop relationships with International organizations for placing students in internships
- Curriculum Design Innovation to add greater value for student success
- Program Design Innovations to expedite graduation

#### ***Administrative Achievements***

- Developed the Assurance of Learning, Learning Goals, Measures of Achievement for graduate programs for AACSB
- Established 3 MBA Alumni Councils
- Secured Top 25 ranking for Online MBA by Princeton Review under my leadership
- Led the effort to increase diversity of students in the institution
- Collaborated with 3 different colleges in the University of Memphis to establish joint programs

#### ***Non-Administrative Achievements***

- Have taught in graduate programs internationally and been invited to be on dissertation committees and served as external reviewer for tenure decisions by foreign and domestic institutions

#### **ACADEMIC POSITIONS**

- Professor of Marketing, The University of Memphis, Aug. 2015 – current.
- Visiting Professor, Alliance University, India, 2011.
- Head of School of Communication, Journalism and Marketing, Massey University, New Zealand, 2009-2010.
- Visiting Faculty, Shanghai University, PRChina, 2008.
- Associate Professor of Marketing, The University of Memphis, Sept. 2005 to Aug. 2015
- Assistant Professor of Marketing, The University of Memphis, 1999-to 2005.
- Post Doctoral Fellow, Emory University, 1998-1999.

#### **HONORS/AWARDS**

- Best Paper award in the Empirical category for article on multi country study on Organizational Stress in *Cross Cultural Management* in 2011.
- Awarded the Dean's Service Award in 2008.
- Nominated for University wide Distinguished Teaching Award in 2007.
- Best Paper award in the Conceptual category for article on Intellectual Globalization in *Journal of International Management* in 2007.
- Recipient of 3 faculty fellowships, Robert Wang Center for International Business, Study Abroad programs to Latin America, Eastern Europe and China.
- Suzanne Downs Palmer Professor for Teaching 2003-2004.
- Awarded a \$11,500 TAF grant for introducing innovations in the classroom.
- American Marketing Association – Doctoral Consortium Fellow, 1997

#### **BOOKS AUTHORED/EDITED**

Krishnan, Balaji C. (2010), "Legends in Marketing – Jagdish Sheth" Nine volume series by Sage Publication, ISBN: 9788132103004.

Internet Marketing, Harcourt College Publishers, 2001, with Jagdish N. Sheth and Abdolreza Eshghi.

## REFEREED PUBLICATIONS

- Balaji, M. S., Subhash Jha, Aditi Sarkar Sengupta, Balaji Krishnan (2018), "Are Cynical Customers Satisfied Differently? Role of Negative Inferred Motive and Customer Participation in Service Recovery," *Journal of Business Research*, 86 (May), 109-118.
- Das, Neel, Abhijit Guha, Abhijit Biswas and Balaji Krishnan (2016), "How Product-Cause Fit and Donation Quantifier Interact in Cause Related Marketing Settings: Evidence of Cue Congruency". *Marketing Letters*, 27 (2), 295-308.
- Sarkar, Aditi, M. S. Balaji and Balaji Krishnan (2014), "How Customers Cope with Service Failure? A Study of Brand Reputation and Customer Satisfaction." *Journal of Business Research*, 68 (3), 665-674.
- Krishnan, Balaji C., Sujay Dutta, and Subhash Jha (2013), "Effectiveness of Exaggerated Advertised Reference Prices: The Role of Decision Time Pressure," *Journal of Retailing*, 89 (1), 105 -113.
- Billing, Tejinder K., Rabi S. Bhagat, Emin Babakus, Balaji C. Krishnan, David L. Ford, B.N. Srivastava, Ujaval Rajadhyaksha, Mannsoo Shin, Ben Kuo, Catherine Kwantes, Bernadette Setiadi, Aizzat Mohd. Nasurdin (2012), "Work-Family Conflict, Psychological Strain and Work Outcomes: The Moderating Role of Decision Latitude in Five National Contexts," *Applied Psychology: An International Review*, 63 (1), 62-95.
- Bhagat, Rabi S, Balaji C. Krishnan, Terry A. Nelson, Karen M. Leonard, David L. Ford Jr., and Tejinder K. Billing (2010), "Organizational Stress, Psychological Strain and Work Outcomes in Six National Contexts: A Closer Look at the Moderating Influences of Coping Styles and Decision Latitude," *Cross Cultural Management: An International Journal*, 17, 1, 10-29.
- Licata, Jane W., Goutam Chakraborty and Balaji C. Krishnan (2008), "The Consumer's Expectation Formation Process over Time." *Journal of Services Marketing*, Vol. 22, 3, 176-187.
- Dembla, Pamila, Prashant Palvia, and Balaji C. Krishnan (2007), "Understanding the Adoption of Web-enabled Transaction Processing by Small Businesses." *Journal of Electronic Commerce Research*, Vol. 8, 1, 1-17.
- Krishnan, Balaji C. (2006), "Intellectual Globalization: Evolutionary Perspective and Implications for Multinational Corporations" *Journal of International Management*, Vol. 12, 2, 197-207.
- Krishnan, Balaji C., Abhijit Biswas, Richard G. Netemeyer (2006), "Semantic Cues in Reference Price Advertisements: The Moderating Role of Cue Concreteness" *Journal of Retailing*, Vol. 82, 2, 95-104.
- Klein, Jill G., Richard Ettenson and Balaji C. Krishnan (2006), "Extending the Construct of Consumer Ethnocentrism: When Foreign Products are Preferred" *International Marketing Review*, Vol. 23, 3, 304-321.

Muthitacharoen, Achita, Prashant Palvia, Balaji C. Krishnan, Lloyd Brooks and Robert Otondo (2006), "Re-Examining Technology Acceptance in Online Task Behaviors," Electronic Markets, Vol. 16, Iss. 1, 4 – 15.

Netemeyer, Richard G., Balaji C. Krishnan, Dwayne Dean, Chris Pullig, Joseph Ricks, Walter Wang, Ferdinand Wirth and Mehmet Yagci (2004), "Facets of Customer-Based Brand Equity as Predictors of Brand-Related Response Variables." Journal of Business Research, Vol. 57, 2, 209-224.

Krishnan, Balaji C., Richard G. Netemeyer, and James S. Boles (2002), "Self Efficacy, Competitiveness, and Effort as Antecedents of Sales Performance." Journal of Personal Selling and Sales Management, Vol. 22, No. 4, 285-295.

Krishnan, Balaji C. and Michael Hartline (2001), "Brand Equity: Is It More Important In Services" Journal of Services Marketing, Vol. 15, No. 5, 328-342.

Biswas, Abhijit, Chris Pullig, Balaji C. Krishnan and Scot Burton (1999), "Consumer Evaluation of Reference Price Advertisements: Effects of "Other" Brand's Prices and Semantic Cues." Journal of Public Policy and Marketing, Vol. 18, No. 1, 52-65.

Licata, Jane W., Abhijit Biswas and Balaji C. Krishnan (1998), "Ambiguity and Exaggeration in Price Promotion: Perceptions of the Elder and Nonelder Consumer." Journal of Consumer Affairs, Vol. 32, Iss. 1, 56-81.

Krishnan, Balaji C (1998), "Suggestion for Effective Teaching," in Great Ideas for Teaching Marketing, Eds. Joseph H. Hair Jr., Charles W. Lamb Jr., and Carl MacDaniel, Vol. 4, pp 242-243.

## **BOOK CHAPTERS**

"Methodological Issues in Work-Family Research in an Era of Globalization" (2005) in Work and Family: An International Research Perspective, eds. S.A. Y. Poelman, Lawrence Earlbaum Publishers, 2004 with Rabi Bhagat. Pg. 312-326.

"Knowledge in Cross-Cultural Management in the Era of Globalization: Where Do We Go From Here?" (2003), in Cross Cultural Management – Foundations and Future, eds. Dean Tjosvold and Kwok Leung, Ashgate Publishing Company, with Rabi Bhagat, Ram Baliga, and Karen Moustafa. Pg. 155-175.

"Consumer Behavior," in Marketing: Best Practices (2003) – A Marketing Textbook with Jagdish N. Sheth

"Consumer Behavior," in Marketing: Best Practices (2002) – A Marketing Textbook with Jagdish N. Sheth

**ACCEPTED/PUBLISHED CONFERENCE PROCEEDINGS**

- Jha, Subhash and Balaji C. Krishnan (2017), "The Role of Sale Rationale in Price Promotion," AMA Summer Educators' Conference, San Francisco, CA.
- Jha, Subhash, Balaji C. Krishnan, and Jared Oakley (2014), "The Role of Corporate Image and Perceived Innovativeness on Trade Show Outcomes in an Emerging Market," AMA Summer Educators' Conference, San Francisco, CA.
- Sarkar, Aditi, Makam S. Balaji, and Balaji C. Krishnan (2013), "Brand Reputation: Does it Help Customers Cope with Service Failure?," Academy of Marketing Science, Monterrey, CA.
- Sarkar, Aditi, Balaji C. Krishnan, and Makam Balaji (2013), "The Relationship between Perceived Justice, Cynicism, Trust and Satisfaction," AMA Winter Educators' Conference, Las Vegas, NV.
- Krishnan, Balaji C., Subhash Jha and Sujay Dutta (2012), "Semantic Cues in Reference Price Advertisements: Role of Time Restriction and Frequency of Sale," AMA Summer Educators' Conference, Chicago, IL.
- Krishnan, Balaji C. and Subhash Jha (2012), "Semantic Cues in Reference Price Advertisements: Role of Sale Rationale," 14<sup>th</sup> Annual Pricing Conference, Wayne State University, MI.
- Krishnan, Balaji C. and Ankit Kesharvani (2012), "Health 3.0: Digital Natives, Mobile Health Apps and the Era of Digital Healing," INFORMS Marketing Science conference, Boston, MA.
- Jha, Subhash, and Balaji C. Krishnan (2011), "I Know It But I want to Touch It: Does Brand Familiarity Compensate Need for Touch?," Academy of Marketing Science, Coral Gables, FL.
- Ford, David, Rabi S. Bhagat, Balaji C. Krishnan, Pamela Steverson, Tejinder Billing and Karen Moustafa Leonard (2008), "Explicating Social Support at Work: Scale Development with a 12-country Cross-National Comparison of Measurement Invariance/Equivalence," Academy of International Business.
- Madupu, Vivekananda and Balaji C. Krishnan (2007), "The Relationship between Online Brand Community Participation, Consciousness of Kind, Moral Responsibility, and Shared Rituals and Traditions," Association of Consumer Research, Memphis, TN.
- Bhagat, Rabi S., Mannsoo Shin, Pamela Steverson, & Balaji C. Krishnan (2005). Coping with organizational stress in the 21<sup>st</sup> century: A comparative analysis in six national

contexts with implications for international human resource management. International Symposium on Research and Methodology in International Business. Korea University Business School, Seoul, Korea.

Bhagat, Rabi S., Balaji Krishnan, Dewlyn Harisch, Karen Moustafa and David Ford (2004), "Coping With Organizational Stresses in Eight National Contexts." Academy of International Business, Stockholm, Sweden.

Bhagat, Rabi S., Karen Moustafa, Balaji Krishnan and country collaborators (2004), "Coping with organizational stress: Results from a large scale international study" Society for Industrial and Organizational Psychologists Annual Meeting, Chicago, IL.

Dembla, Pamila, Prashant Palvia, Lloyd Brooks and Balaji C. Krishnan, (2003), "Adoption of Web Based Services for Transaction Processing by Organizations," at Americas Conference of Information Systems national conference.

Al Balushi, Maha, and Balaji C. Krishnan, (2003), "Ethnocentrism, Country-of-Origin, and Animosity Effect among Consumers of Oman" at Academy of Business Administration International Conference.

Bhagat, Rabi S., Balaji C. Krishnan, Karen Moustafa, Dewlyn Harnisch, David L. Ford (2001), "Organization Stress and Coping Process in Eight Countries: Implications for a Cultural Theory of Stress," at Academy of Management conference, Washington D.C.

Bhagat, Rabi S., Michael P. O'Driscoll, Balaji C. Krishnan and Zhenyu Huang, (2000), "Organizational Values and Personal Values in a Cross-cultural Perspective: A six country study," Academy of International Business conference.

McKee, Daryl, John Fraedrich, Balaji C. Krishnan and Chris Pullig (1999), "Antecedents of Consumer Complaint Intentions: A Cross-Cultural Test of a Self-Efficacy Model in Personal Services," in AMA Educators' Proceedings, Enhancing Knowledge Development in Marketing.

Ettenson, Richard, Jill Klein, and Balaji Krishnan, (1999) "Reliability of the CETSCALE in Emerging Markets: A Test in China and Russia," paper presented at The Third International Symposium On Multinational Business Management, Nanjing, PRC.

McKee, Daryl, John Fraedrich, Balaji Krishnan, and Chris Pullig (1999), "Antecedents of Consumer Complaint Intentions: A Cross-Cultural Test of a Self-Efficacy Model in Personal Services," American Marketing Association Winter Conference.

Krishnan, Balaji C (1997), "Marketing on the Internet: An Experiential Exercise," in Association of Business Simulation and Experiential Learning Proceedings, Developments in Business Simulation and Experiential Learning, New Orleans, LA.

- Weber, John M and Balaji C. Krishnan (1996), "Gambling Proneness: A Conceptual Model and Research Proposal," in Southern Marketing Association Proceedings, Marketing: Moving Toward the 21st Century, Atlanta, GA.
- Licata, Jane W, Abhijit Biswas and Balaji Krishnan, (1995), "Consumer Perceptions of Tensile Price Promotions: The Effects of Plausibility of the Discount Claim and Experience." in AMA Educators' Proceedings, Enhancing Knowledge Development in Marketing, Washington, DC.
- Olsen, Janeen E., Kent L. Granzin and Balaji C. Krishnan, (1995), "An Explanation of Americans' Support for Free Trade: An Emphasis on Environmental Concerns," in Global Competitiveness, Vol.3, Proceedings of the 6th Annual Conference of Competitiveness in the Global Marketplace, Dallas, TX.

#### **RESEARCH IN PROGRESS**

- Jha, Subhash and Balaji C. Krishnan, "Does Touch Matter? The Role of Haptic Information Processing in Consumer Evaluations".  
Targeted Journal : Journal of Consumer Psychology.

- Krishnan, Balaji C and Subhash Jha ." Impact of Time Pressure on Consumer Decision Making"  
Targeted Journal: Journal of the Academy of Marketing Sciences

#### **DISSERTATIONS CHAIRED**

Vivekananda Madupu (2006)

Sandipan Sen (2009)

#### **DISSERTATION COMMITTEE MEMBER**

##### **University of Memphis**

Sal Trevino-Martinez (Marketing)  
Achita Muthitacharoen (MIS)  
Pamela Dembla (MIS)  
Paul Clark (Marketing)  
Joel Collier (Marketing)  
Sampath Kumar Ranganathan (Marketing)  
Susan Myers (Marketing)  
Marja Martin-Carruth (Education)

##### **Other Doctoral Programs**

Subhash Jha (Marketing) –IBS, India  
Aditi Sarkar (Marketing) –IBS, India  
Rajdeep Chakraborty (Marketing) –IBS, India  
Sonia Vilches (Marketing) – Bond University, Australia

**EXTERNAL REVIEWER FOR P & T DECISIONS**

Indiana University, South Bend  
American University of Sharjah  
St. Louis University

**EXTERNAL REVIEWER FOR RESEARCH PROPOSALS**

The Netherlands Organization for Scientific Research

**TEACHING**

**Doctoral Program**

Advanced Consumer Behavior

**Undergraduate Program**

International Marketing

**MBA Programs**

Global Strategic Marketing

Integrated Marketing Communications  
and Branding

**PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Academy of Marketing Science

**PROFESSIONAL SERVICE / ACTIVITIES**

Editorial Review Board, Journal of Business Research 1999-current.  
Editorial Review Board, Journal of Consumer Affairs, 2003 – 2012.  
Ad hoc reviewer, Journal of Marketing (2005- current)  
Ad hoc reviewer, Journal of Retailing (2004-current)  
Ad hoc reviewer, Journal of the Academy of Marketing Science (2005 – current)  
Ad hoc reviewer, Journal of International Management  
Track Chair for Ecommerce and Technology Track, Summer AMA Educators  
Conference, 2006.  
Track Chair for Consumer Behavior Track, Summer AMA Educators Conference  
2003

**EDUCATION**

Ph.D. in Business Administration	Louisiana State University, 1998
M.M.S. in Marketing Management	Bombay University, 1991
B.E. in Electronics & Telecommunication	Marathwada University, 1989