

VITAE
JAMES P. NEELANKAVIL

Office Address

Marketing and International Business department
The Frank G. Zarb School of Business
Hofstra University
Hempstead, N.Y. 11549

Home Address

300 East 62nd Street
Apt # 1901/1902
New York, NY
10065

EDUCATION

Doctor of Philosophy (Ph.D.) 1976
Stern School of Business,
New York University, N.Y.
Major Field: International Business
Minor Field: Marketing
Dissertation Title: **Effects of Industrial Cooperation
on Regional Economic Integration**

Master of Business Administration (MBA) 1972
with distinction
Asian Institute of Management, Manila, Philippines
Area: Marketing and Management

Bachelor of Science (B.Sc.) 1961
Kerala University, India
Area: Physics and Mathematics

EMPLOYMENT

2008- Robert E. Brockway Distinguished Professor of
Marketing and International Business,
Zarb School of Business, Hofstra University

1992-2008 Professor of Marketing and International Business, Zarb School of
Business, Hofstra University

1989-1991 Dean, Zarb School of Business, and Professor of Marketing and
International Business, Zarb School of Business, Hofstra
University

1986-1989 Associate Dean, Zarb School of Business, and Associate Professor,
Marketing and International Business, Zarb School of Business,
Hofstra University

1985-1988 Chairperson, Department of Marketing and International Business
and Associate Professor of Marketing and International Business,
Hofstra University

1983-1985 Associate Professor of Marketing and International Business,
Hofstra University

1979-1983 Assistant Professor, Stern School of Business, New York
University

1978-1979 Associate Professor of Marketing and International Business,
Montclair State College
1975-1978 Assistant Professor of Marketing and International Business, New
York Institute of Technology
1972-1973 Faculty Member, Asian Institute of Management Manila,
Philippines
1961-1970 Production Supervisor, Firestone Tire and Rubber Company of
India, Bombay, India

Fulbright Fellowship

2008 Summer Fulbright Senior Specialist Fellowship, Asian Institute of
Management, Manila, Philippines.

Board of Governors

2008- Member of the Board of Governors, Academy of Business
Leadership and Entrepreneurship, a graduate MBA degree program
at Bangalore, India

VISITING PROFESSORSHIP

1997 - 2000 SDA Bocconi, Milan, Italy
1997 - 1998 Rotterdam School of Management, Erasmus University,
Rotterdam, the Netherlands--Executive MBA program
1993-2000 Summer Program, Stern School of Business, New York
University

Journal publications

“New Products for Developing Countries,” *Journal of Management Development*,
October 2008, Vol. 27 (5), pp: 409-425, with Mahesh Chandra

“The Best of the Best: Lessons from the Top Performing American Corporations, 1954-
2005”, *Journal of Management Development*, 2007, Vol. 26 (5), pp: 499-515, with Debra
Comer

“Strategic and Management Tools for Innovation”, *Improving Quality of Stakeholder
Engagement*, January 2006, pp: 13-19, with Mahesh Chandra.

“Strategic Tools for Innovation and Their Impact on the Long-Term Success of Modern
Corporations,” *Annual Review of Communications*, Vol.58, fall 2005, pp: 169-178, Co-
authored with Mahesh Chandra and John Ullmann.

"Strategic Resource Commitment of High Technology Firms: An International Comparison", *Journal of Business Research*, (2003), vol. 56 (5) pp: 493-502 - Co-authored with V.T. Alaganar.

"Critical Managerial Motivational factors: A Cross-Cultural Analysis of Four Culturally Divergent Countries, *International Journal of Cross-Cultural Management*, December 2001 - Co-authored with Anil Mathur and Yong Zhang.

"Determinants of Managerial Performance: A Cross-Cultural Comparison of the Perceptions of Middle-level Managers in Four Countries, *Journal of International Business Studies*, 2000 vol. 31 (1) - Co-authored with Anil Mathur and Yong Zhang.

"The Influence of Culture on Advertising Effectiveness in China and the United States: A Cross-Cultural Study" *European Journal of Marketing*, Vol.31, No.1, 1997 with Yong Zhang

"Use of Foreign Language and Models in Print Advertisements in East Asian Countries: A Logit Modeling Approach" *European Journal of Marketing*, Vol. 29, No. 4, 1995 pp.24-38, with David Sessions and Venkat Mummalaneni.

"Corporate America's Quest for an Ideal MBA", *The Journal of Management Development*, Vol. 13, No. 5, 1994 pp.38-52.

"Management Development and Training Programs in Japanese Firms," *Journal of Management Development*, Vol. 11, No. 3, 1992, pp. 12-17.

"Informational Sources and Media Usage: A Comparison Between Asian and Hispanic Subcultures," *Journal of Advertising Research*, June-July, 1990, pp. 45-52. with Nedjit Delener.

"Export Policy and Strategy Implication for Small-to-Medium Sized Firms," *Journal of Global Marketing*, Spring, 1990, pp. 43-60. with Ven Sriram and Rusty Moore.

"Developing the Executive Resource," *Business Horizon*, November/December, 1986, pp. 29-33. with Richard A. Johnson and Arvind Jahav.

"Techniques to Obtain Market-Related Information from Very Young Children," *Journal of Advertising Research*, June-July, 1985, pp. 41-47. with Thomas O'Neil and Richard Tashjian.

"Advertising Agency Remuneration Practices: An International Viewpoint," *Management Research*, vol. 7, No. 3, 1984, pp. 15-19.

"Television Advertising Copy Research: A Critical Review of the State of the Art," *Journal of Advertising Research*, April-May, 1984, pp. 19-28. with Benjamin Lipstein.

Books

Basics of International Business, 1st Ed., M.E. Sharpe, NY ISBN # 978-0-7656-2392-8, June 2009, Co-author Anoop Rai.

Corporate Strategy: A Practical Approach, 1st Ed. McGraw-Hill, NY ISBN # 0 6977 84010, January 2009.

International Business Research, 1st Ed., M.E. Sharpe, NY ISBN # 0-7656-1772-1, June 2007.

Selections from International Business and Global Business: Contemporary Issues, Problems, and Challenges, 3rd Ed, McGraw-Hill, Inc., New York, NY, 2003, co-author with Charles W. Hill, Yong Zhang and Tao Gao.

International Business Management: Decision Making Simulation, Irwin, Inc. Chicago, IL. 1999, co-author with William McDonald

Global Business: Contemporary Issues, Problems, and Challenges, McGraw-Hill, Inc., New York, NY, 1996, co-author with Yong Zhang

Marketing chapter in Handbook of Management for the Growing Business, ed. Carl Heyel and Belden Menkins, Van Nostrand Reinhold Publishers, 1986.

Current Television Advertising Copy Research Practices Among Major Advertisers and Advertising Agencies, ARF Publication, New York, NY 1982, co-author with Benjamin Lipstein

Advertising Self-Regulation: A Global Perspective, New York: Hastings House Publishers, 1980, with Albert B. Stridsberg.

Editorship

Co-Editor, *AIM Journal of Asian Business*, 2008 -

Editor, Zarb School of Business Working Paper Series 2005 – present.

Setup, Finance and International Business Database for the Merrill Lynch Center on the web with A. Rai, K.G. Viswanathan, A. Karagozoglu, and G. Papaioannou, January 2003

"The Strategic Impact of Mergers in the Financial Sector Conference Proceedings", Editor, Merrill Lynch Center for the Study of International Financial Services and Markets. May 10, 2000.

United States-Netherlands Trade, Investment, and Strategic Alliances Conference

Proceedings, editor, Hofstra University, New York, 1996

Conference proceedings

“The cultural Relativity of Managerial Leadership Styles: A Cross-Cultural Comparison of Middle Level Managers in Four Countries,” *The International Academy of Business & Public Administration Disciplines Annual Conference Proceedings*, Vol. 6 (2) www.iabpad.com, Dallas, TX. Co-author, Yong Zhang and Anil Mathur. Awarded the Best Research at the conference.

“New Product development for Developing Countries,” *IIM Annual Conference Proceedings*, December, 18-19, 2007 (CD Format), co-author with Mahesh Chandra

“Fortune Five-Hundred Best Companies,” *Eastern Academy of Management Annual Conference Proceedings* (CD Format), may, 2007, with Debra Comer

“Stakeholder Symbiosis and Corporate Performance: A Complex Interdependence,” *Institute of Directors Conference Proceedings*, January 2007, pp: 48-54, co-authored with Mahesh Chandra.

“Continuous Innovation and Continuous Improvements and its Effects on Company Performance”, North East Quality Council Annual Meeting, October 17-18, 2006, co-authored with Mahesh Chandra.

“The Role of Self-efficacy in Predicting Technology Acceptance,” *Academy of Marketing Science Annual conference*, May, 25-28, 2005, Coauthored with Songpol Kulviwat and Gordon C. Bruner II.

"International Advertising Appeals and Strategy: Cross Cultural Analysis," *American Marketing Association Annual Conference Proceedings*, Chicago, August, 1992.

"Creative Thinking in New Product Development and in the Development of Marketing Strategy: A New Approach for Classrooms and Boardrooms," *Marketing: Issues and Trends, Proceedings of the Atlantic Marketing Association Annual Conference*, New Orleans, October 1-3, 1987, with Elmer Water.

“A Market Segmentation Strategy for Automobiles in Asian Countries,” *Proceedings of 14th International Marketing Congress*, New Delhi, India, January 3-5, 1987, pp: 17-21, with Saul Sands.

“Television Copy Research Satisfaction Among Advertisers and Agencies,” *Proceedings of the Annual Meeting of Advertising Research Foundation*, New York, May 30-31, 1985, pp: 17-23.

“Product Abandonment Decisions,” *Proceedings of the Mid-Atlantic Marketing*

Conference, Orlando, Florida, October, 1984, pp: 94-100.

‘Future of Self-Regulation in International Business: Case of International Advertising,’
Proceedings of the Annual Meeting of the Academy of International Business/European International Business, Madrid, Spain, December 1981.

"Marketing Research in Developing Countries," in Proceedings of the Academy of International Business Asia-Pacific Conference, December, 1978, pp. 611-617.

Conference presentations

“The Cultural Relativity of Managerial Leadership Styles: A Cross-Cultural Comparison of Middle-Level Managers in Four Countries,” paper presented at the Fourth International Conference on Knowledge, Culture, and Change in Organizations, London, UK, August 3-6, 2004, with Anil Mathur and Yong Zhang.

“International Corruption and the Legal Challenges,” paper presented at the Tenth Annual Conference Promoting Business Ethics, New York, NY, October 22-23, 2003, with Tara Radin.

“India’s Emergence as A Powerhouse of Outsourcing in the Technology Sector,” paper presented at the Second Roundtable Discussion, hosted by the Merrill Lynch Center at Hofstra University, April 21, 2004.

“The Economic Uncertainty among Asian Countries and Prospects for increased Foreign Direct Investments (FDI) to the Region”, paper presented at the Roundtable Discussion, hosted by the Merrill Lynch Center at Hofstra University, April 2, 2003.

“International Business Corruption: Issues, Problems, and Prescription,” Paper presented at the 28th European International Business Academy (EIBA) Annual Conference, Athens, Greece, December 8-10, 2002.

“Strategic Resources Commitment of High Technology Firms: An International Comparison”, Paper presented at the Annual Meeting of the European International Business Academy, Manchester, United Kingdom, December 12 –14, 1999.

"Strategies for Highly Regulated Economies," American Bar Association's International Law Committee Meeting, New York, April, 1985.

"Role of International Agencies in International Marketing Regulation," Academy of International Business Meeting, Boston, MA, March, 1985.

"Advertising Research in European Markets," Academy of International Business, Annual Meeting, Cleveland, Ohio, October 17-20, 1984.

"Standards in Agency Compensation: An International Viewpoint," Academy of International Business Annual Meeting, San Francisco, CA, December 27-30, 1983.

"Future of Self-Regulation in International Business," Academy of International Business Meeting, Barcelona, Spain, December 17-19, 1981.

"Marketing Research in Newly Industrialized Countries," Academy of International Business, National Meeting, Montreal, Canada, October 15-17, 1981.

"Advertising Industry and Marketing Faculty Interaction," a position paper, AAA National Meeting, Gainesville, Florida, April 2-4, 1981.

Monographs

"U.S.-China Trade: Volume, Direction, and Impact on the U.S. Economy", August, 2007.

Restrictions on Advertising in 12 Countries in the Americas, International Advertising Association, November, 1986, 40 pages.

Restrictions on Advertising in 15 African Countries, International Advertising Association, June, 1986, 42 pages.

Restrictions on Advertising in 16 European Countries, International Advertising Association, April, 1986, 60 pages.

Restrictions on Advertising in 14 Asian Countries, International Advertising Association, April, 1986, 42 pages.

"Supermarkets as Change Agents in Japanese Marketing System," Marketing News, May, 1984.

Agency Compensation Practices, Problems and Future Trends Around the World, IAA Publication Series, New York, December, 1981.

"Marketing Research in Newly Industrialized Countries," NYU Working Paper Series #62, 1981.

"National Markets Confront International Convergence," NYU Working Paper Series #61, 1981.

"Problems and Prospects for Regional Integration Among Developing Countries," Academy of International Business, Regional Meeting, MIT, Massachusetts, March, 1980.

"Models of International Advertising Self-Regulation," International Advertising Association Meeting, Princeton Club, December, 1979.

Conference Chair

Session Chair, Academy of International Business 2004 Annual Conference, Stockholm, Sweden, July 10-13, 2004.

Reviewer and session Chair at the Academy of International Business (AIB) annual Meeting, Monterey, California, July 5-8, 2003.

Reviewer and Session Chair, 28th European International Business Academy (EIBA) Annual Conference, Athens, Greece, December 8-10, 2002.

Business Presentations

“Joint Venture and Strategic Alliances as an Approach to Enter the Indian Market,” presentation to business executive, New Jersey, July 1995.

“Strategic Concepts in Globalization,” presentation to business executives in New Delhi, Calcutta, and Hyderabad, India, August 1994.

“Country Analysis for International Businesses,” Indian Management Association, Bangalore, India, August 1992.

Papers Under Review

“An Alternate Advertising Function” submitted to *Journal of Marketing Science*.

REVIEWER

Ad Hoc reviewer for *Journal of Marketing*.

Ad Hoc reviewer for *Journal of International Business Studies*.

AD Hoc reviewer for *Journal of Business Research*

Ad Hoc reviewer for *International Journal of Cross-Cultural Management*

Ad Hoc reviewer for *Education + Training*.

Reviewer for Academy of International Business.

Reviewer for European Academy of international Business.

NEW COURSES INTRODUCED

EMBA 475

Global Corporate Strategy – Fall 2001

EMBA 410	International Business Practicum – Fall 2001
IB 219	Global Decision Making -Fall 1996
IB/MKT 257 A	Global Marketing Policies and Strategies - Spring1995
IB 154	International Business Research - Fall 1993
IB 175	Global Business Policies, Planning, and Strategies Fall 1993
IB 210	Environmental Analysis of International Business_Fall 1984

Conferences

Conference organizer “China’s Economic Impact on Globalization” hosted by the Merrill Lynch Center for the Study of International Financial Services and Markets. April 25, 2007.

Conference organizer “Asian Economic Crisis – Five Years later” hosted by the Merrill Lynch Center for the Study of International Financial Services and Markets. May 10, 2004.

Conference Director for "The strategic Impact of Mergers in the Financial Sector" a one-day conference hosted by the Merrill Lynch Center for the Study of International Financial Services and Markets. May 10, 2000.

Conference Director for the, "US-Netherlands Trade, Investment, and Strategic Alliances" a major business conference attended by over 330 business executives, September 28, 1995.

UNIVERSITY, SCHOOL and DEPARTMENTAL SERVICE

Member of the Zarb School of Business Planning Committee 2006 - present
Chair, School Faculty personnel board, January 2003 –

Zarb School of Business Working Paper Series – Editor and Coordinator 2003 -

Faculty advisor and Member of the Advisory Board of *The International Law Digest*, a new journal sponsored by the students of the Law School at Hofstra University (2001 - present).

Chair of the committee to select annual Deans Awards for Excellence in Outstanding research (2000 - present).

Chair, Zarb School of Business Committee to select Stessin Awards, 2001 -

Member of the Zarb School of Business Blue Ribbon Committee for long range planning for the School of Business (2000 - 2004).

Member of the Graduate Programs Review Committee, March 2003 – 2004

Member of the Departmental Personnel committee (1998 - present).

Member of the committee to setup an Asian Studies Program at HCLAS (1998 - 2000)

Faculty Advisor to the Graduate Foreign student Association at the Zarb School of Business (1999 - present).

Departmental Course coordinator for: IB 150, IB 219, MKT 220, IB 304, and IB 210 (1994 - present).

Advisory Committee Member of the Merrill Lynch Center for the study of International Financial Services and Markets (1998 - present).

Member of the Committee to Develop the Self-study Report for the AACSB accreditation, September –December 1998.

Chair of the committee to internationalize the program at the Zarb School of Business, December 1994 to May 1995.

Chair of committee to organize US-Dutch business conference at Hofstra, sponsored by the Zarb School of Business and Rotterdam School of Management, September 1994

Member of the Senate Planning Committee, 1989-1991

Coordinated and organized the introduction of the liberal arts core requirements into the business program, 1987-1988

Member of the Board of Advisors of AIESEC Hofstra chapter 1984-1991

Member of the Coordinating Team for AMA regional meeting at Hofstra 1984

Member of the Committee on Canadian Business Programs 1984-1985

Member of the School Executive Committee 1984-1985

Chair of the Departmental Research Committee 1983-1985

Member of the committee to develop guidelines for internships and coordinate internship programs 1983-1985

Member of the University committee on international programs
1984-1985

Faculty Advisor to Student groups

Advisor and editor to the student run *Journal of International Business and Law*, a joint publication of the Zarb school of Business and Hofstra University School of Law

MBA Consulting group

MBA/MS Indian student Association

International MBA Association

Major Academic Projects

Conference Director for "The strategic Impact of Mergers in the Financial Sector" a one-day conference hosted by the Merrill Lynch Center for the Study of International Financial Services and Markets. May 10, 2000.

Conference Director for the, "US-Netherlands Trade, Investment, and Strategic Alliances" a major business conference attended by over 330 business executives, September 28, 1995

Organized a successful student based consulting group for MBA students, 1987.

Implemented a Joint International Business Program with Erasmus University in Rotterdam, the Netherlands, May, 1987.

Coordinator for curriculum Development at the School of Business, 1986-1989.

Acting Chairperson, Marketing & International Business Department
Summer 1985

Recruited and screened candidates for faculty positions in the Department of Marketing and International Business, 1985-1986.

Awards and Grants

Deans award for Teaching and Service 2006

Best Teacher Award, EMBA class of 2005

Best Teacher Award, EMBA class of 2002 Deans award for Teaching and Service 2006

Deans award for Teaching and Service 1986

International Advertising Association grants to study the regulatory effects of advertising on an international level, 1984-1986.

Advertising Research Foundation grant to study the current practices in advertising copy research, 1982-1983.

International Advertising Association grant to study self-regulation in advertising [global study], 1979-1980.

Multinational Corporation grant, to study regional integration in Asia as part of the dissertation topic, 1975-1976.

Teaching Fellow at the Stern School of Business of New York University to pursue a Ph.D. degree, 1973-1975.

Regional full scholarship to pursue Master's degree at the Asian Institute of Management, 1970-1972.

Master of Business Administration degree, with distinction, May, 1972.

Memberships

Turnaround Management Association, Long Island Chapter – Member of the Board – 2004 to present

Chair of TMA National Writing Competition, National Turnaround Management Association – 2005 -

American Marketing Association: Member, 1975-2004.

Academy of International Business: Member, 1975-present.

Advertising Research Foundation: Member, 1981-1987 [Member of the Council of Copy Research].

International Advertising Association, 1980- 1991

Consulting Clients

Broadridge Financials, New York

Everest International & Financial Research, Jersey City, NJ.

GTE Corp. Stamford, Conn.

Health Chem, Inc. New York, NY.

M&T Chemicals, Rahway, NJ.

International Advertising Association, New York, NY.

Compton Advertising Agency, New York, NY.

American Management Association, New York, NY.

Eastern Airlines, Miami, FL.

NYNEX Corp., Purchase, NY.

Binney & Smith, New York, NY.

Norton & Simon, Manila, Philippines

Victorias Milling Co. Victorias, Philippines.

Recognitions

Most Admired Men and Women of the Year 1993

Who's Who of Emerging Leaders in America

Who's Who in Finance and Industry

Who's Who in the East