

# CURRICULUM VITAE

## NAME

Menon, Ajay

## ADDRESS

Shepardson

## PHONE

(970) 491-6274

## EDUCATION

1991 Ph D, University of North Texas

1986 MBA, University of Texas - Pan American

1982 BS, University of Bombay

## ACADEMIC POSITIONS

July 2002 - Present Dean, Colorado State University.

July 2002 - Present Professor, Colorado State University.

July 2001 - June 2002 Executive Associate Dean, Colorado State University.

July 1997 - June 2002 Associate Professor, Colorado State University.

November 1999 - June 2001 Associate Dean for Academic & Executive Programs, Colorado State University.

1998 Visiting Professor, Koblenz School of Corporate Management.

August 1991 - June 1997 Assistant Professor, Colorado State University.

## PUBLISHED WORKS

### **Refereed Journal Articles**

Homburg, C., Kuester, S., Beutin, N., Menon, A. (2005). Determinants of Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison,. *Journal Of International Marketing*.

Menon, A., Lukas, B. A. (2004). Antecedents and Outcomes of New Product Development Speed: A Propositional Inventory Germane to Marketing,. *European Journal Of Marketing*, 38(1/2), 209-223.

Lukas, B., Menon, A. (2004). Organizing for New Product Quality: Expected and Unexpected Consequences. *Journal Of Business Research*.

Moburg, c., Menon, A., Giering, A. (2004). The Influence of Relational Characteristics on the Satisfaction-Loyalty Linkage. *Journal of Business-to-Business Marketing*.

Menon, A., Homburg, C., Beutin, N. (2004). Towards a Conceptualization and Empirical Estimation of Customer Value in Business-to-Business Markets. *Journal of Business-to-Business Marketing*.

Menon, A., Chowdhury, J., Lukas, B. (2002). Antecedents and Outcomes of New Product Development Speed:

An Interdisciplinary Conceptual Framework,. *Industrial Marketing Management*, 31(4), 317-328.

- Lukas, B., Menon, A., Bell, S. J. (2002). Organizing for New Product Development Speed and the Implications for Organizational Stress,. *Industrial Marketing Management*, 31(4), 349-356.
- Menon, A., Menon, A., Chowdhury, J., Jankovich, J. (1999). Evolving Paradigm for Environmental Sensitivity in Marketing Programs: A Synthesis of Theory and Practice. *Journal Of Marketing Theory & Practice*, 7(2).
- Menon, A., Menon, A. (1997). Enviropreneurial Marketing Strategy: A Conceptual Framework for Developing Effective Strategy-Ecological Relationships,. *Journal Of Marketing*, 61(1), 51-67.
- Menon, A., Jaworski, B. J., Kohli, A. K. (1997). Product Quality: The Impact of Interdepartmental Interactions,. *Journal Of The Academy Of Marketing Science*, 25(3), 187-200.
- Menon, A., Chowdhury, J. (1995). Dimensions of Quality: Considerations In The Context of Consumer Goods,. *Journal Of Marketing Management*, 5(1), 1-16.
- Chowdhury, J., Menon, A. (1995). Multidimensional Components Of Quality and Strategic Business Unit Performance: A PIMS Test,. *Journal Of Managerial Issues*, 7(4), 449-465.
- Dsouza, D. E., Menon, A. (1995). Towards A Framework for Technology in Service Encounters,. *Journal Of Managerial Issues*, 7(4), 481-496.
- Sager, J. K., Menon, A. (1994). The Role of Behavioral Intentions in Turnover of Salespeople,. *Journal Of Business Research*, 29(3), 179-188.

### **Refereed Proceedings or Transactions**

- Hopkins, W. E., Menon, A., Homburg, C., Hopkins, S. A. (2003). *Strategic Inertia Determinants: Analyzing the Firm Size, Middle Management, Competitive Intensity Mix.*. Proceedings of the Western Decision Sciences Institute Annual Meeting, Kuai, Hawaii.
- Menon, A., Lukas, B., Chowdhury, J. (2000). *Determinants of Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison.* 2000 American Marketing Association Winter Educators Conference, San Antonio, Texas.
- Menon, A., Homburg, C., Beutin, N. (2000). *Towards a Conceptualization and Empirical Estimation of Customer Value in Business-to-Business Markets.* 2000 American Marketing Association Winter Educators Conference, San Antonio, Texas.
- Menon, A., Homburg, C., Giering, A. (1999). *Managing Customer Loyalty in Buyer Seller Relationships: The Influence of Relational and Market Characteristics.*. 1999 American Marketing Association Summer Educators Conference, San Francisco, CA.
- Homburg, C., Beutin, N., Menon, A. (1999). *Managing Perceived Product Value, Satisfaction, and Loyalty: Moderators and Outcomes.*. 1999 Academy of Marketing Science Conference, Coral Gables, Florida.
- Menon, A., Lukas, B., Chowdhury, J. (1999). *The Effect of Organizational Factors Germane to Marketing on New Product Development Speed.*. 1999 Australian and New Zealand Marketing Academy Conference, Sydney, Australia.
- Adams, S., Francis, J., Jankovich, J., Menon, A. (1997). *Managerial and Strategic Implications of Customer Loyalty: A Basic Framework.*. Twenty-Sixth Annual Meeting of Western Decision Sciences Institute,

Kamuela, Hawaii.

Menon, A., Jankovich, J., Chowdhury, J. (1996). *Antecedents and Consequences of Environmentally-Based Marketing Programs: A Conceptual Framework*,. 1996 American Marketing Association Educators Conference, San Diego, CA.

Menon, A., Chowdhury, J., Rottman, M., Hildenbrand, K. (1994). *The Role of Organizational Characteristics in Speeding the New Product Development Process: Recommendations for a Rapidly Changing Marketplace*,. 1994 American Marketing Association Educators' Conference, San Francisco CA.

Chowdhury, J., Menon, A. (1993). *Dimensions of Quality: A Contingency Framework and Strategic Implications*,. 1993 American Marketing Association Educators' Conference, Boston: MA.

Menon, A., Dsouza, D. (1991). *Modeling Technology in Service Operations*,. 1991 Southern Management Association Conference, Atlanta, Georgia.

Menon, A., Popp, G. (1985). *Business Related Values in India, Mexico and the United States*,. 1985 American Institute of Decision Science Conference.

Popp, G., Menon, A. (1985). *Managerial Values in Four Cultures: Implications for Multinationals*,. 1985 Southern Management Association Conference, Orlando, Florida.

Menon, A., Menon, A. (1984). *An Adaptive Expectation Model to Track the Effects of Unemployment and the Mexican Peso Devaluation on Crime in the Lower Rio Grande Valley*,. 1984 North American Economics and Finance Association International Conference, Mexico City, Mexico.

### **Non-Refereed Journal Articles**

Slater, S., Menon, A., Lambert, D. (1999). Time-to-Market: The Benefits, Facilitating Conditions, and Consequences of Accelerated Product Development, --- *Petition removed* ---.

### **PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS**

2001, AACSB International/International Business Program Development Undergraduate Programs Conference, Dallas, Texas.

February 1999, "Strategy Implementation in Marketing: A Synthesis and Conceptual Framework", AMA Winter Educator's Conference, St. Petersburg: Florida, St. Petersburg, Florida, peer-reviewed/refereed.

June 1997, "Managing the Internal Organization to Improve Salesperson Performance", 1997 Academy of Marketing Science - World Marketing Congress, Kuala Lumpur, Malaysia, Kuala Lumpur, Malaysia, peer-reviewed/refereed.

August 1993, "Environmentally-Based Marketing Programs: A Strategic Approach To Enhancing Market Performance", 1993 American Marketing Association Educators' Conference, Boston: MA, Boston, Massachusetts, peer-reviewed/refereed.

August 1992, "Marketing Implementation: Overview and Research Directions", 1992 American Marketing Association Educators' Conference Chicago: Illinois, Chicago, Illinois, peer-reviewed/refereed.

### **TEACHING:**

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
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2000	Spring	BG655 - Marketing Management	4.0	28
1999	Fall	BG655 - Marketing Management	4.0	29
1999	Summer	BK470 - International Marketing	3.0	15
1999	Summer	BK479 - Marketing Strategy&Management	3.0	10

## **COMMITTEES**

University Planning Council, (2004 - 2006).

AACSB International/Associate Deans Conference, (2001).

Academy of Marketing Science Conference, (2000).

American Marketing Association Summer Educator's Conference, (2000).

American Marketing Strategy International Conference, (2000).

Academy of Marketing Science World Marketing Congress, (1999).

Colorado State University Vice Provost for Faculty Affairs Search Committee, (1998).

Academy of Marketing Science World Marketing Congress, (1997).

Academy of Marketing Science Conference, (1996).

Faculty Council Committee on Research, (1995 - 1996).

Faculty Council Committee on Scholarships and Awards, (1994 - 1996).

Allied Southern Marketing Conference, (1995).

Faculty Council Committee on Research, (1995).

American Marketing Association Winter Educators Conference, (1994).

Colorado State University Provost Search Committee, (1994).

Strategic Marketing and Marketing Management Track, Southern Marketing Association Conference, (1994).

University Diversity Programs Committee, (1993 - 1994).

Administrative Committee, (September 1, 2007 - August 31, 2015).

Administrative Committee, (September 1, 2006 - August 31, 2007).

Graduate Programs Advisory Council, College of Business, (1999 - 2006).

College of Business Dean's Diversity Advisory Council, (1997).

College of Business Faculty Portfolio Development Group, (1996 - 1997).

College of Business Dean Search Committee, (1995).

International Business Degree Development, College of Business, (1995).

Motor Board, Faculty Advisor, (1995).  
International Programs Committee, College of Business, (1994 - 1995).  
Graduate Programs Advisory Council, College of Business, (1994).  
Marketing Department Faculty Search Committees, (1996).  
Celebrate Marketing Day, (1995 - 1996).  
Departmental Undergraduate Curriculum Review Committee, (1995 - 1996).  
Marketing Department Chair Search Committee, (1994).  
Undergraduate Curriculum Revision, Department of Marketing, (1992 - 1993).

**PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

Editorial Review Board Member, Journal of Managerial Issues. (1996 - 2006).  
Reviewer, Ad Hoc Reviewer, Journal of Marketing. (1993 - 2006).  
Editorial Review Board Member, Journal of the Academy of Marketing Science. (2000 - 2003).  
Committee Member, AACSB International/Associate Deans Conference, Clearwater, Florida. (2002).  
Editorial Review Board Member, Journal of Strategic Marketing. (1999 - 2002).  
Editor, Associate Editor, Journal of Marketing Theory and Practice. (1999 - 2000).  
Committee Chair, American Marketing Association/Marketing & Member Relations, Marketing Strategy SIG. (1997 - 2000).  
Editorial Review Board Member, Journal of Marketing Education. (1992 - 2000).

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