

Jagdish Agrawal  
Professor of Marketing/Dean  
College of Business and Economics  
California State University, East Bay  
Hayward, CA 94542  
E-mail: [jagdish.agrawal@csueastbay.edu](mailto:jagdish.agrawal@csueastbay.edu)

## **Academic Degrees**

State University of New York at Buffalo  
Ph.D., Marketing, 1988  
MBA, 1982

Tribhuvan University, Nepal  
Master's Degree in Business Administration & Commerce (Major: Finance) 1977  
Bachelor of Law, 1977  
Bachelor of Commerce, 1974

## **Administrative/Managerial Experience**

College of Business & Economics, CSUEB  
Dean, July 1, 2013 – January 31, 2017  
Interim Dean, July 1, 2012 – June 30, 2013  
Associate Dean, September 1, 2009 – June 30, 2012  
Director, Undergraduate Programs, September 1, 2009 – June 30, 2012  
Chair, Department of Marketing & Entrepreneurship, September 2007 to December 2008

## **Administrative Highlights**

- Led in preparing CBE's 5<sup>th</sup> (2017) Year Maintenance of AACSB Accreditation Draft Report
- Led CBE's 5<sup>th</sup> (2012) and 6<sup>th</sup> (2013) Year Maintenance of AACSB Accreditation
- Participated in establishing BSBA online program
- Participated in establishing self-support MBA programs
- Actively participated in the maintenance of AACSB Accreditation process for CBE in 2007-2008. Participation included planning for the process, co-authoring the Maintenance of Accreditation Report and meeting peer review team
- Worked with Program Director and Administrative Director of TEMBA program to recruit program participants, to supervise GLOBUSTRAT capstone consulting projects and in planning for the program.
- Worked with Student Service Center and Chairs to create one-year/and or two-year annual schedule of courses for all degree programs of CBE
- Assessment coordinator for CBE, WASC

## **Additional Administrative and Academic Training**

Labor Relations Training, 2008-2009, California State University, East Bay.

Executive Program in “Pricing Strategies and Tactics,” September 28 – October 1, 2008, Kellogg School of Management, Northwestern University, Chicago

## **Service to Community, University, College and Department**

### Community Service:

Member, Board of Directors, Hayward Chambers of Commerce 2015/16 – 1/2017

### University Level (California State University East Bay)

Member, Working Group, Enrollment Management Subcommittee, 2015/16 to 2016/17

Member, Enrollment Management Subcommittee, 2015/16 to 2016/17

Member, Search Committee, Associated Vice President of Development and Director of Campaign, CSUEB, 2015

Member, Council on Graduation and Retention

Co-chair, The Support Program Task group, Planning for Distinction 2012\_2014

Member, Pioneer Data Warehouse Steering Committee, 2012

Member, Search Committee for UPD Chief, 2011/2012

Member, Search Committee for Faculty Contract Specialist position, CSUEB, 2010

Member, Data Warehouse Committee, 2008-09

Member, Faculty Affairs Committee, 2007-09

Member, College of Business & Economics, Dean Search Committee 2007

Member, WASC Planning Outcome Team, 2004-05

Member, Marketing Research Committee, 2004-06

Member, Online Teaching Committee, Fall 1998 - 2000

Member, Faculty Affairs Committee, Fall 1998- Spring 2000

Member, Library Advisory Committee, 1995 - 1997

Member, Committee on Research, Winter & Spring, 1994

Member, Committee of Graduate Studies, 1993-94

Member, Committee on Student Affairs, 1992-94

### College Level (College of Business & Economics)

Interim Director, Center for Financial Literacy, Fall 2016 – January 2017

Member, Search Committee, Admin for Graduate Program Office, CBE, 2011

Member, Search Committee, Admin Support for HIRE Center, 2011

Member, Search Committee, Admin Support (part time) for Dean’s Office, 2011

Member, Search Committee, Director of HIRE Center, 2011

Member, Search Committee, Human Resource Coordinator position, CBE, 2011

Member, Search Committee, Admin Support, Dean’s Office, CBE, 2011

Member, Search Committee, Admin Support for HIRE Center, 2010

Member, Search Committee for Academic Advisor, SSC, CBE, 2010

Member, Search Committee, Interim Director, HIRE Center interim CBE, 2010

Member, PPI Committee, Department of Economics, 2008

Member, PPI Committee, Department of Accounting & Finance, 2008

Member, Outcome Assessment Team, Spring 2008 to Winter, 2009  
 Member-at-Large, Curriculum Committee, Fall08 to Spring, 2009  
 Member, Committee for Service Award, 2008  
 Coordinator, Learning Outcomes Assessment Project, 2001- 2002  
 Member, PT&R Committee, 2002, 2006  
 Chair, Graduate Curriculum Committee, Winter 2002 – Winter 2004  
 Associate Director of Research, IRBD, November 1996 - 2001  
 Member, Mission Statement Committee, 1993 - 1994  
 Member, Student Advisory Committee, 1991 – 1993

Department Level (Department of Marketing & Entrepreneurship)  
 Tenure Track Faculty Search Committees  
 Marketing Graduate Adviser, 1993 - 2007  
 Promotion, Tenure & Retention and Post-Tenure Review Committees

### Teaching Experience

California State University, East Bay

Professor of Marketing	Fall 2000 - Present
Faculty in Transnational Executive MBA Programs in Hayward (California) and Graz (Austria); International MBA programs in Hong Kong, Singapore, Beijing and Moscow	2001 – 2007
Associate Professor of Marketing	Fall 1995 – Summer 2000
Assistant Professor of Marketing	Fall 1991 - Summer 1995

Kent State University, Kent, Ohio,

Visiting Faculty	Spring 1997
------------------	-------------

Tribhuvan University, Kathmandu, Nepal

Lecturer	Fall 1989 - Summer 1990; 1977 – 1980
----------	---

State University of New York, Buffalo

Visiting Faculty	Fall 1988 - Fall 1989
------------------	-----------------------

### Courses Taught

#### Undergraduate Courses

Introduction to Marketing

#### Graduate Courses

Buyer Behavior

Marketing Research  
Consumer Behavior  
Integrated Marketing Management

E-commerce Marketing  
Marketing Management  
Marketing Research  
Marketing Strategy  
Product Management  
Pricing Management  
Quantitative Tools for Marketing Decisions

Supervised several MBA students in CBE in their independent/individualized studies, Master's theses and consulting projects.

### **Select Honors and Recognitions**

Fellow, AMA Doctoral Consortium, 1983  
Fulbright-Hayes Scholarship, United States Educational Services: Fall 1980 -Summer 1982  
Mahendra Bidya Bhusan Gold Medal, His Majesty's Government of Nepal, 1978  
Nepal Bank Ltd. Gold Medal, Nepal Bank Ltd., Nepal, 1978

### **Publications of Articles in Scholarly Book**

Agrawal, Jagdish (2011), Questionnaire Design in *Wiley International Encyclopedia of Marketing*, Volume II, Editors, Jagdish Sheth and Naresh K. Malhotra, Volume Editor: Wagner Kamakura, John Wiley & Sons, Inc, UK.

Agrawal, Jagdish (2011), Survey Research in *Wiley International Encyclopedia of Marketing*, Volume II, Editors, Jagdish Sheth and Naresh K. Malhotra, Volume Editor: Wagner Kamakura, John Wiley & Sons, Inc, UK.

### **Publications in Refereed Journals**

Eric Fricke and Jagdish Agrawal (2014) "Online Course Design: Business Student Preferences for Content Delivery, Communication and Testing Methodologies, *Journal of Academy of Business and Economics*, 13 (4), 109-118.

Shyam Kamath, Jagdish Agrawal, Kris Chase (2012) "Explaining Geographic Cluster Success – The GEMS Model," *The American Journal of Economics and Sociology*, 71 (1), 184-214.

Shyam Kamath, Jagdish Agrawal, Eric Kolhede and Yung Jae Lee (2011), "MODISC: Teaching distribution fundamentals through an experiential model of distribution channel choice, *Journal of Business Cases and Applications*, Vol. 4, October 2011.

Jagdish Agrawal, Pamela Grimm, Shyam Kamath and Thomas Foscht (2011), "A Cross-Country Study of Signals of Brand Quality," *Journal of Product and Brand Management*, 20 (5), 333-342.

Shyam Kamath, Guido Krickx and Jagdish Agrawal (2009), "Dealing with Criticisms of the MBA Ecosystem: Incorporating Experiential Action Learning in a Program of Practice-Based Management Education," *Journal of the Academy of Business Education*, 10 (Spring), 70-95.

Shyam Kamath, Jagdish Agrawal and Guido Krickx (2008), "Implementing Experiential Action Learning in International Management Education: The Global Business Strategic (GLOBUSTRAT) Consulting Program," *Journal of Teaching in International Business*, Volume 19 (4) November 2008, pp. 403-449.

Leo Kahane, Jagdish Agrawal and Gary Wishniewsky (2004), "The Effects of the MBA Degree on Earnings in Russia: The California State University-Hayward Experience," *Journal of Private Enterprise*, Vol. XIX (2), Spring, pp. 86-103.

Jagdish Agrawal and Wagner Kamakura (1999), "Country of Origin: A Competitive Advantage?" *International Journal of Research in Marketing*, 16, pp. 255-267. (Lead Article).

Brenda Ponsford and Jagdish Agrawal (1999), "Why Corporations Sponsor the Olympics," *Journal of Promotion Management*, 5 (1), pp. 15-28.

Brian T. Ratchford, Jagdish Agrawal, Pamela E. Grimm, and Narasimhan Srinivasan (1996), "Toward Understanding the Measurement of Market Efficiency," *Journal of Public Policy and Marketing*, 15(2), Fall, pp. 167-184. (Winner of the Outstanding *Journal of Public Policy and Marketing* Article Award, 1995-1997).

Jagdish Agrawal, Paul S. Richardson, and Pamela E. Grimm (1996), "The Relationship Between Warranty and Product Reliability," *The Journal of Consumer Affairs*, 30, Winter, pp. 421-443.

Jagdish Agrawal and Wagner Kamakura (1995), "The Economic Worth of Celebrity Endorsers: An Event Study Analysis," *Journal of Marketing*, 59 (July), pp. 56-62.

Wagner Kamakura, Michel Wedel, and Jagdish Agrawal (1994), "Concomitant Variable Latent Class Models for Conjoint Analysis," *International Journal of Research in Marketing*, 11 (November), pp. 451-464. (Lead Article)

Jagdish Agrawal, Pamela E. Grimm, and Narasimhan Srinivasan (1993), "Quantity Surcharges on Groceries," *The Journal of Consumer Affairs*, 27 (Winter), pp. 335-356.

Wagner Kamakura, Brian T. Ratchford, and Jagdish Agrawal, "Measuring Market Efficiency and Welfare Loss," *Journal of Consumer Research*, 15 (December), 1988, pp. 289-302. (Lead article)

### **Publications in Professional Conference Proceedings**

Shyam Kamath, Jagdish Agrawal, Eric Kohkede, Lee, Yung Jae (2009) "A Flexible Financial Model of Distribution Channel Choice – The MODISC Model," *Proceedings of Western Decision Science Institute Conference*, Las Vegas, April 10, 2009.

Shyam Kamath, Jagdish Agrawal and Kris Chase (2008), "Factors Governing Global Cluster Success – A Tale of 12 GEMS," Paper presented at the Academy of International Business Annual Conference, Milan , Italy, *AIB Milan 2008 Annual Conference Proceedings*, June 29-July 3, 2008.

Pamela Grimm, Eric Soares, Jagdish Agrawal, and Sweetey Law (2007), "Technology Facilitated Class Participation in a Principles of Marketing Course," *Proceedings of the 2008 ANZMAC (Australian and New Zealand Marketing Academy)*, Conference in Dunedin, New Zealand, December 3-5.

Pamela Grimm, Jagdish Agrawal, Paul Richardson (1999), "Product Conspicuousness and Buying Motives as Determinants of Reference Group Influences," *European Advances in Consumer Research*, Volume 4, 1999 European Conference, Jouy-en-Josas.

Narasimhan Srinivasan, Pamela E. Grimm, and Jagdish Agrawal (1990), "Patterns of Pre-Purchase External Search for Information: Time Spent on Various Sources and Discriminating Correlates," *AMA Summer Marketing Educators' Conference Proceedings*, pp. 75-79.

Narasimhan Srinivasan, Pamela E. Grimm, and Jagdish Agrawal, "An Examination of Several Measures Assessing the Cost of Time," *AMA Summer Marketing Educators' Conference Proceedings*, 1990, 99-104

Pamela E. Grimm, and Jagdish Agrawal, "The Effects of Prior Beliefs on Patterns of Information Search and Evaluation," *AMA's 1989 Winter Marketing Educators' Conference Proceedings*, Florida, 1990.

Narasimhan Srinivasan, and Jagdish Agrawal, "The Relationship Between Prior Knowledge and External Search," in Michael J. Houston (ed.), *Advances in Consumer Research*, Vol. 15, 1987, 27-31.

Jagdish Agrawal, and Wagner Kamakura, "A Quick and Simple Benefit Segmentation Based on Conjoint Experiments," in M. Wallendorf and P. Anderson (ed.), *Advances in Consumer Research*, Vol. 14, 1986.

Paul Prabhaker and Jagdish Agrawal, "Reliability Test of Deal-Proneness Measures: Some Preliminary Results," *Proceedings of the Academy of Marketing Science*, 1985.

### **Professional Conference Presentations**

Shyam Kamath, Guido Krickx and Jagdish Agrawal, "Dealing with Criticisms of the MBA Ecosystem: Some Suggested Directions," presented at American institute of Higher

Education Conference in Orlando, FL, April 4-5, 2008.

Jagdish Agrawal and Leo Kahane: "The Effects of the MBA Degree on Earnings in Russia", Paper presented at the Annual Conference of the Association of Private Enterprise Education, Cancun, Mexico, April 7-9, 2002.

Jagdish Agrawal and Pamela E. Grimm, "Celebrity Endorsement in Advertising and Research Implications," Paper Presented at AMA Winter Conference, Hilton Head, South Carolina, 1996.

Jagdish Agrawal, Sanjay Putrevu and Pamela Grimm, "Price-Quality Correlations and Stock of Product Information," Presented at 1989 Marketing Science Conference, North Carolina, March, 1989.

Jagdish Agrawal and Arun K. Jain, "Patronage of Single Vs. Multiple Stores," Presented at 1989 Marketing Science Conference, North Carolina, March, 1989.

Jagdish Agrawal and Arun K. Jain, "Perceived Dispersion of Utility and Store Loyalty," Presented at the TIMS/ORSA Marketing Science Conference, Seattle, 1988.

Paul Prabhakar, Wagner Kamakura, and Jagdish Agrawal, "Reliability Test of Deal-Proneness Measures," Presented at TIMS/ORSA National Meeting, Dallas, 1984.

#### **Publication in Trade Magazine**

Report of an interview on Pricing Management, *Smart Business*, October 2011, p. 26

Report of an interview on Celebrities: Love or leave 'em?, *Smart Business*, August 2012, 24.

#### **Ad hoc Reviewer for Journals**

*Journal of Advertising, Journal of the Academic of Marketing Science, Journal of Marketing Marketing Letters, and Marketing Science*

03-28-2017