

CB Bhattacharya

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Current employment

Dean of International Relations, April 2011–present;
Associate Dean of International Relations, September 2010–March 2011;
Full Professor and E.ON Chair in Corporate Responsibility, September 2009–present;
ESMT European School of Management and Technology, Berlin, Germany

Education

PhD in Marketing, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1993.

MA, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1990.

MBA (majored in Marketing Management), Indian Institute of Management, Ahmedabad, India, 1984.

BA in Economics with Honors (summa cum laude), St. Stephens College, Delhi, India, 1982.

Past employment

Everett Lord Distinguished Faculty Scholar and Professor of Marketing, School of Management, Boston University, Boston, Massachusetts, USA, September 2008–2010.

Associate Professor of Marketing, Boston University; School of Management, Boston, Massachusetts, USA, September 1998–August 2008 (tenured 2002).

Assistant Professor, Goizueta Business School, Emory University, Atlanta, Georgia, USA, September 1992–August 1998.

Research and Teaching Assistant, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1987–1990.

Product Manager, Reckitt Benckiser plc, 1984–1987.

Honors and awards

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Full-time MBA Program in December 2011.

"Leveraging Corporate Responsibility" awarded "Book of the month" by The Grapevine Magazine, December 2011.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Executive MBA Program in March 2011.

American Marketing Association Doctoral Consortium Speaker, June 2011. Awarded first and third place in Network for Business Sustainability CSR Research Ranking, January 2011.

Named Professor of the Week by Financial Times Lexicon, November 2010.

"Beyond the Marketing Mix: Competing Through Corporate Social Initiatives" was honored as the Best Paper in the Social and Public Policy Track, at the 2010 Summer Marketing Educators' Conference.

Association for Consumer Research Doctoral Consortium Speaker, October 2009.

Everett Lord Distinguished Faculty Scholar, Boston University, School of Management, Boston, Massachusetts, USA, 2008–2010.

Finalist, Faculty Pioneer Awards, The Aspen Institute, Washington, DC, USA, 2007.

Dean's Research Fellow, Boston University, School of Management, School of Management, Boston, Massachusetts, USA, September 2007–2009.

Faculty Director, "Stakeholder Marketing Consortium." Elected by Aspen Institute's Business and Society Program, 2007.

Broderick Prize for Excellence in Research (Selected by the Faculty of the School of Management), Boston University, School of Management, Boston, Massachusetts, USA, 2001.

William Novelli Best Paper Award, Innovations in Social Marketing Conference, Boston, Massachusetts, USA 1997.

Emory University Teaching Initiative, \$10,000 awarded for development of new marketing elective, "Marketing Social Change," 1997.

Listed among Outstanding Faculty, Goizueta Business School, Emory University, in *Business Week's* Guide to The Best Business Schools (1997 and 1998).

Caldwell Fellow, \$12,000 research support provided by Emory University, Atlanta, Georgia, USA, 1996.

Exceptional Scholar Award, Emory University, Atlanta, Georgia, USA, 1996.

The Emory Williams Distinguished Teaching Award. Highest teaching award conferred by Emory University, Atlanta, Georgia, USA, 1995.

Research Fellowship, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1990–1992.

Journal publications

Du, S., CB Bhattacharya, and S. Sen (2011). Corporate social responsibility and competitive advantage: Overcoming the trust barrier. *Management Science* 57(9): 1528–1545.

Hildebrand, D., S. Sen, and CB Bhattacharya (2011). Corporate social responsibility: A corporate marketing perspective. *European Journal of Marketing* 45(9): 1353–1364.

Smith, N.C., G. Palazzo, and CB Bhattacharya (2010). Marketing's consequences: Stakeholder marketing and supply chain CSR issues. *Business Ethics Quarterly* 20(4): 617–641.

Du, S., CB Bhattacharya, and S. Sen (2010). Using corporate social responsibility to motivate and retain female employees - 2009 leadership conference survey results from Simmons School of Management and Hewlett-Packard. *Center for Gender in Organizations Insights* 31: 1–3.

Du, S., CB Bhattacharya, and S. Sen (2010). Maximizing business returns to corporate social responsibility: The role of corporate social responsibility communication. *International Journal of Management Reviews* 12(1): 8–19.

Bhattacharya, CB (2010). Introduction to the special section on stakeholder marketing. *Journal of Public Policy and Marketing* 29(1): 1–3.

Luo, X., and CB Bhattacharya (2009). The debate over doing good: Corporate social performance, strategic marketing levers, and firm-idiosyncratic risk. *Journal of Marketing* 73(6): 198–213.

Bhattacharya, CB, D. Korschun, and S. Sen (2009). Strengthening stakeholder-company relationships through mutually beneficial corporate social responsibility initiatives. *Journal of Business Ethics* 85(2): 257–272.

Bhattacharya, CB, and D. Korschun (2008). Stakeholder marketing: beyond the four p's and the customer. *Journal of Public Policy and Marketing* 27(1): 113–116.

Du, S., S. Sen, and CB Bhattacharya (2008). Exploring the social and business returns of a corporate oral health initiative aimed at disadvantaged hispanic families. *Journal of Consumer Research* 35(3): 483–494.

Bhattacharya, CB, S. Sen, and D. Korschun (2008). Using corporate social responsibility to win the war for talent. *Sloan Management Review* 49(2): 37–44.

Du, S., CB Bhattacharya, and S. Sen (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing* 24(3): 224–241.

Luo, X., and CB Bhattacharya (2006). Corporate social responsibility, customer satisfaction and market value. *Journal of Marketing* 70(4): 1–18 (lead article).

Sen, S., CB Bhattacharya, and D. Korschun (2006). The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing Science* 34(2): 158–166.

Ahearne, M., CB Bhattacharya, and T. Gruen (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology* 90(3): 574–585.

Bhattacharya, CB, and S. Sen (2004). Doing better at doing good: When, why and how consumers respond to corporate social initiatives. *California Management Review* 47(1): 9–24. (Reprinted in *Corporate social responsibility*, ed. A. Crane and D. Matten. Sage Publications).

Bhattacharya, CBCB, N.C. Smith, and D. Vogel (2004). Integrating social responsibility and marketing strategy: An introduction. *California Management Review* 47(1): 6–8.

Bhattacharya, CB, and S. Sen (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing* 67(2): 76–88.

Ambler, T., CBCB Bhattacharya, J. Edell, K.L. Keller, K.N. Lemon, and V. Mittal (2002). Relating brand and customer perspectives on marketing management. *Journal of Service Research* 5(1): 13–25.

Bhattacharya, CB, and K.D. Elsbach (2002). Us versus them: The role of organizational identification and disidentification in social marketing initiatives. *Journal of Public Policy and Marketing* 21(1): 26–36.

Elsbach, K.D., and CB Bhattacharya (2001). Defining who you are by what you're not: Organizational disidentification and The National Rifle Association. *Organization Science* 12(4): 393–413 (lead article).

Sen, S., and CB Bhattacharya (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research* 38(2): 225–243 (3rd most cited article in *Journal of Marketing Research* between 2000 and 2010).

Bhattacharya, CB, and S. Morris (2001). Introduction and overview of the seventh annual innovations in social marketing conference. *Social Marketing Quarterly* 7(3): 6–7

Bhattacharya, CB (1998). When customers are members: Customer retention in paid membership contexts. *Journal of the Academy of Marketing Science* 26(1): 31–44.

Bhattacharya, CB (1997). Is your brand's loyalty too much, too little, or just right?: Explaining deviations in loyalty from the Dirichlet norm. *International Journal of Research in Marketing* 14(5): 421–435.

Bhattacharya, CB, P.S. Fader, L.M. Lodish, and W.S. DeSarbo (1996). The relationship between the marketing mix and share of category requirements. *Marketing Letters* 7(1): 5–18 (lead article).

Bhattacharya, CB, and J.N. Sheth (1996). Instilling social responsibility through marketing research field projects. *Marketing Education Review* 6(2): 23–31.

Glynn, M.A., CB Bhattacharya, and H. Rao (1996). Art museum membership and cultural distinction: Relating members' perceptions of prestige to benefit usage. *Poetics: Journal of Empirical Research on Literature, Media and the Arts*, Special issue on Museum Research edited by Paul DiMaggio 24: 259–574.

Bhattacharya, CB, H. Rao, and M.A. Glynn (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. *Journal of Marketing* 59(4): 46–57.

Bhattacharya, CB, and L.M. Lodish (1994). An advertising evaluation system for retailers. *Journal of Retailing and Consumer Services* 1(2): 90–100 (Summary published in *Stores Magazine*, Fall 1994).

Books

Bhattacharya, CB, S. Sen, and D. Korschun (2011). *Leveraging corporate responsibility: The stakeholder route to maximizing business and social value*. Cambridge: Cambridge University Press.

Smith, N.C., CB Bhattacharya, D. Vogel, and D. Levine (2010). *Global challenges in responsible business*. Cambridge: Cambridge University Press.

Chapters in books

Bhattacharya, CB (2010): Triple Bottom Line Reporting: Kein Nullsummenspiel. In *Corporate Responsibility 2010: Nachhaltiges Wirtschaften – Verantwortung und Chance für Unternehmen*, ed. Armin Häberle, 46–51. Frankfurt am Main: ACC Verlag.

Bhattacharya, CB, and S. Sen (2009). Corporate responsibility in marketing. In *Mainstreaming corporate responsibility*, ed. N. Craig Smith and Gilbert Lenssen, 354–363. London: Wiley.

Sen, S., S. Du, and CB Bhattacharya (2009). Building brand relationships through corporate social responsibility. In *Handbook of brand relationships*, ed. Joseph Priester, Deborah MacInnis, C. Whan Park, 195–211. New York: M.E. Sharpe.

Howard-Grenville, J., A.J. Hoffman, and CB Bhattacharya (2007). Who can act on sustainability issues? Corporate capital and the configuration of organizational fields. In *Organization and the sustainability mosaic: Crafting long-term ecological and societal solutions*, ed. Sanjay Sharma, Mark Starik, Brian Husted, 193–215. Cheltenham, UK: Edward Elgar.

Bhattacharya, CB, and R.N. Bolton (2000). Relationship marketing in mass markets. In *Handbook of relationship marketing*, ed. J. N Sheth, A. Parvatiyar, 327-354. thousand Oaks, CA: Sage Publications.

Bhattacharya, CB (2000). High museum of art. In *Marketing management: Text and cases*, 7th ed., ed. D. J. Dalrymple, L. J. Parsons, 113–121. New York: Wiley and Sons.

Working papers

Korschun, D., C.B. Bhattacharya, and S. D. Swain (2011). *When and how does corporate social responsibility encourage customer orientation?* ESMT Working Paper No. 11–05.

Du, S., CB Bhattacharya, and S. Sen (2010). *Corporate social responsibility and competitive advantage: Overcoming the trust barrier*. ESMT Working Paper No. 10–006.

Smith, N. C., G. Palazzo, and CB Bhattacharya (2010). *Marketing's consequences: Stakeholder marketing and supply chain CSR issues*. INSEAD Working Paper 2010/17/ISIC.

Luo, X., and CB Bhattacharya (2008). *The debate over doing good: Corporate social performance and firm idiosyncratic risk*. Marketing Science Institute Working Paper, 08–111.

Bhattacharya, CB, S. Du, and S. Sen (2005). *Convergence of interests: Producing social and business gains through corporate social marketing*. Center for Responsible Business, University of California Berkeley Working Paper No. 29.

Bhattacharya, CB (2002). *Brand health survey: A summary of results*. Addendum to Marketing Science Institute Working Paper 00–111.

Bhattacharya, CB, and L. M. Lodish (2000). *Towards a system for monitoring brand health from store scanner data*. Marketing Science Institute Working Paper No. 00–111.

Refereed conference proceedings

Papavasieiou, E., S. D. Swain, and CB Bhattacharya (2008). Consumers' reactions to acquisitions of socially responsible companies. *Advances in Consumer Research* 35: 1015–1017.

Du, S., CB Bhattacharya, and S. Sen (2007). Convergence of interests: Cultivating consumer trust through corporate social initiatives. *Advances in Consumer Research* 34: 687.

Bhattacharya, CB, S. Du, and S. Sen (2005). Antecedents and consequences of corporate social responsibility perceptions. *Proceedings of the Society for Consumer Psychology, 2005 Winter Conference*, 166–167.

Bhattacharya, CB, and S. Sen (2003). The effect of corporate partnerships on consumer reactions to nonprofits. *Advances in Consumer Research* 30: 324.

Sen, S., CB Bhattacharya, and R. Johnson (2003). The behavioral consequences of HIV testing. *Advances in Consumer Research* 30: 206–207.

Bhattacharya, CB, and S. Sen (2002). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Proceedings of the 6th Annual Conference on Corporate Reputation, Identity and Competitiveness*, available on CD Rom.

Sen, S., and CB Bhattacharya (2000). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Proceedings of the 4th Annual Conference on Corporate Reputation, Identity and Competitiveness*, available on CD Rom.

Bhattacharya, CB (1999). Corporate alliances as social marketing tools. *Social Marketing Quarterly* 5(3): 10–14.

Bhattacharya, CB, and A. Mitra (1998). The individual, the company and the product: The role of organizational identification in consumer behavior. *Advances in Consumer Research* 25: 54.

Bhattacharya, CB, and K.D. Elsbach (1998). The individual and the organization: The roles of identification and disidentification in consumer behavior. *European Advances in Consumer Research* 3: 42–43.

Bhattacharya, CB, and K.D. Elsbach (1997). The individual and the organization: The roles of organization and disidentification in social marketing. *Innovations in Social Marketing Conference Proceedings* 1–3.

Bhattacharya, CB, and K.D. Elsbach (1996). A comparison of the antecedents and consequences of organizational identification versus disidentification. *Proceedings of the Third Research Conference on Relationship Marketing* 255–256.

Other publications

Bhattacharya, CB (2012). Doing better at doing good. *Khaleej Times*, April 25.

Bhattacharya, CB (2012). Book excerpt: Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. *Stanford Social Innovation Review*.

Bhattacharya, CB, D. Korschun, and S. Sen (2012). What really drives value in corporate responsibility. *McKinsey Quarterly* 1: 14-16.

Bhattacharya, CB (2012). The triple bottom line... not a zero sum game. *The HR Director* 87: 48-49.

Bhattacharya, CB (2012). Engaging with stakeholders to create value. *T Magazine* 6: 48-49.

CB Bhattacharya, S. Sen and D. Korschun (2011). Maximizing ROI from corporate responsibility. *The European Financial Review* 11/12: 48-50.

Bhattacharya, CB joint with 27 other signatories (2011). Call to Action to shatter glass ceiling - Role of European business schools to reach equality in Europe's boardrooms. *Financial Times*, December 5.

Bhattacharya, CB (2011). The doing well by doing good conundrum. *Sustainability Tomorrow* 6(4): 58-63.

Bhattacharya, CB, S. Sen, and D. Korschun (2011). How to co-create responsibility strategy. *Ethical Corporation*, November 3.

Bhattacharya, CB, S. Sen and D. Korschun (2011). The next challenge for corporate responsibility. *EFMD Global Focus* 5(3): 45-47.

Bhattacharya, CB, S. Du and S. Sen (2011). What board members should know about communicating CSR. *Director Notes by The Conference Board* 3(6). This article is also published on the Harvard Law School Forum on Corporate Governance and Financial Regulation.

Bhattacharya, CB (2010). From yuppies to lohas. *Wall Street Journal Europe Online*. July 23. A German version of the article was published in *Manager Magazin Online*, June 14 (Von Yuppies zu Lohas).

Bhattacharya, CB (2010). Trust will lead to business success. *Ethical Corporation Online*, July 14.

Bhattacharya, CB (2010). Trust as cornerstone for future business success. *ESMT Update*, March 4.

Bhattacharya, CB (2009). Corporate social responsibility: It's all about marketing. *Forbes*, November 20.

Bhattacharya, CB (1995). Teach them well. *Atlanta Journal and Constitution*, Editorial section, November 23.

Work in progress

Consumer reactions to cross-sector alliances: Who benefits and when? (with Sankar Sen and Caglar Irmak).

Strengthening consumer relationships through corporate social initiatives. (with Shuili Du and Sankar Sen).

Major research grants

Aspen Institute Business and Society Program. \$100,000 awarded for “Stakeholder Marketing Conference” hosted in Aspen, Colorado, USA, September 2007 and at Boston University, Boston, Massachusetts, USA, October 2008.

Marketing Science Institute Grant 2008. \$5000 awarded for “Stakeholder Marketing Conference” held at Boston University, Boston, Massachusetts, USA, October, 2008.

Procter and Gamble Grant, 2004. \$316,775 awarded for project on “Returns to Corporate Social Initiatives.”

Hitachi Corporation Grant, 2003. \$35,000 awarded for project on “Measuring Effectiveness of Corporate Social Initiatives: A Customer-Centric Perspective.”

Aspen Institute, Center for Responsible Business at UC Berkeley, London Business School and the Marketing Science Institute, 2003. \$30,000 awarded for Conference on “Integrating Social Initiatives and Marketing Strategy,” hosted at Boston University, Boston, Massachusetts, USA, September 17–19, 2003.

Marketing Science Institute Grant, 1999. \$11,750 awarded for project on “Towards a System for Monitoring Brand Health from Store Scanner Data.”

Keynote addresses and plenary sessions

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Keynote presentation at the 2012 Corporate Community Breakfast at Georgia Center for Nonprofits, Atlanta, Georgia, USA, March 2012.

The Next in Corporate Governance: Sustainability Embedded. Panelist in plenary session at the CII Sustainability Summit, New Delhi, India, November 2011.

Defining the pathways to a new era of development in Asia. Panelist in plenary session at the 10th Annual Colloquium of EABIS – A New Era of Development, Fontainebleau, October 2011. Reputation, Brand and Media. Keynote presentation at the EABIS Senior Leaders Forum, Brussels, Belgium, June 2011.

Doing Well while Doing Good. Panelist in plenary session at the Carlson on Sustainability Conference, Minneapolis, Minnesota, October 2010.

A New Era for Sustainability. Panelist in plenary session at the 9th Annual Colloquium of EABIS – Corporate Responsibility and Emerging Markets, St. Petersburg, Russia, September 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Plenary session at the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil, May 2010.

Does it Pay to be a Good Citizen? A Market Based View. Keynote presentation at the International Heidelberg Convention for the Food and Beverage Industry, Heidelberg, Germany, September 2007.

Does it Pay to be a Good Citizen? A Market Based View. Keynote presentation at the Humboldt University Berlin, 2nd Global Corporate Social Responsibility Conference, Berlin, Germany, October 2006.

Keynote presentation at the IHRSA European Congress, The Hague, The Netherlands, September 2006.

Keynote presentation at the General Mills Social Marketing Forum, Minneapolis, Minnesota, USA, January 2005.

Keynote presentation at the Corporate Social Responsibility Summit, Boca Raton, Florida, USA, October 2004.

Keynote presentation at the Timberland's Eco Partner Summit, October 2004.

Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. Keynote address at the Ford Foundation Annual Meeting, Washington D.C., USA, June 2003.

Brand Health and the Mind of the Consumer Model. Keynote presentation at the Marketing Modeler's Conference, New York, USA, November 1998.

Scholarly presentations, discussions, and workshops

2012

The Impact of CR on Brand Value: A Stakeholder Perspective. Presentation at INSEAD's 27th Sustainability Executive Roundtable, Fontainebleau, France, May 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Bank Leumi, May 2012.

Integrating Sustainability into Branding and Marketing Strategy. Presentation at the ESTM SBRT 2012 Spring Meeting, Berlin, Germany, April 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation in the University of North Carolina, Chapel Hill, North Carolina, USA, April 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation in the Business, Economics & Public Policy Seminar at Georgetown Center for Business & Public Policy, McDonough School of Business, Washington D.C., USA, April 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation in the CIC Seminar on Sustainable Marketing, Putten, The Netherlands, April 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at the University of Groningen, Groningen, The Netherlands, April 2012.

Social Good Analytics and Strategy. Presentation at Goizueta Business School, Emory University, Atlanta, Georgia, USA, March 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Goizueta Business School, Emory University, Atlanta, Georgia, USA, March 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Georgia Center for Nonprofits, Atlanta, Georgia, USA, March 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Wharton Program for Social Impact, Philadelphia, Pennsylvania, USA, March 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Accenture, March 2012.

Teaching Sustainability: A Holistic Approach Example. Presentation at the EFMD-ESMT Symposium on the Future of Management Education, Berlin, Germany, March 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Indian Institute of Corporate Affairs, Manesar, India, February 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at Católica Lisbon School of Business and Economics, Lisbon, Portugal, January 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Webinar at EABIS, January 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at UNICEF, Geneva, Switzerland, January 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at Berlin Study Group on Corporate Responsibility, Berlin, Germany, January 2012.

2011

Innovations in Business Strategy. Presentation at Indian Institute of Management Rohtak, Haryana, India, November 2011.

Using CR to Win the War for Talent. Presentation at the Sustainable Business Roundtable, Berlin, Germany, November 2011.

CSR: Taking a responsible approach to high-growth markets – why would you? Panelist at the High-Growth Markets Summit, London, England, September 2011.

European Business School Women on Boards Initiative. Working Lunch with Viviane Reding, Vice President of the European Commission and Commissioner for Justice, Fundamental Rights and Citizenship, Brussels, Belgium, September 2011.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation for the EU Higher Education Initiative CSR TEMPO, Berlin, Germany, September 2011.

Marketing Strategy Innovation. Presentation at the Praxis Business School, Kolkata, India, July 2011.

Interview with Peter Amon, President Continental Europe, Aramark GmbH at the ESMT Annual Forum, Berlin, Germany, July 2011.

Ethical Consumption. Panelist at the Economist Sustainable Business Summit, London, England, March 2011.

Business Solutions to Poverty: Executive Workshop on Inclusive Business in Emerging Europe and Central Asia. Moderator of discussion session, Istanbul, Turkey, March 2011.

Corporate Responsibility – From Whether to How. Presentation at Tata Motors, Mumbai, India, March 2011.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. UNICEF: The 2011 Fundraising Forum, Athens, Greece, March 2011.

Corporate Responsibility – From Whether to How. Presentation at Stanford University, Stanford, California, USA, February 2011.

2010

Competing through Corporate Social Initiatives: The Roles of Initiative Participation and Brand Trust. Paper presented at the Association for Consumer Research Conference, Jacksonville, Florida, USA, October 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Presentation at the 7th Corporate Identity/Associations Research Group International Conference, Hannover, Germany, October 2010.

Member of the Scientific Committee of the Doctoral Workshop preceding the 4th International CSR Conference at the Humboldt-University, Berlin, Germany, September 2010.

Maximizing Value from Corporate Responsibility Initiatives: Research Insights and Implications for the Building Industry. Presentation at the International Conference on Building Performance, Berlin, Germany, September 2010.

Beyond the Marketing Mix: Competing Through Corporate Social Initiatives. Paper presented at the American Marketing Association Summer Marketing Educators' Conference, Boston, Massachusetts, USA, August 2010. It was honored as the Best Paper in the Social and Public Policy Track.

Doing Well by Doing Good: Using Corporate Social Responsibility to Strengthen Brand Relationships. Paper presented at the 17th Recent Advances in Retailing & Services Science Conference, Istanbul, Turkey, July 2010.

Good is Not Enough: Maximizing Value from Corporate Responsibility Initiatives. Dinner Speaker at the ESMT Executive Education Program Bringing Technology to Market, Berlin, Germany, July 2010.

Profit: Doing Well With Doing Good. Panel moderator at the ESMT Annual Forum People, Planet, Profit, Berlin, Germany, June 2010.

Interview with Girish S. Paranjpe Jt. CEO, IT Business, Member of the Board, Wipro Limited at the ESMT Annual Forum People, Planet, Profit, Berlin, Germany, June 2010.

Good is Not Enough: Maximizing Value from Corporate Responsibility Initiatives. Paper presented at the ESMT Corporate Clients Council, Berlin, Germany, May 2010.

How to convince the skeptics in your company that business without sustainability is flawed. Panelist at the Responsible Business Summit, London, England, May 2010.

Using Corporate Social Responsibility to Strengthen Employee and Customer Relationships. Paper presented at the European Marketing Association Conference, Copenhagen, Denmark, June 2010.

Putting the Social back into Corporate Responsibility. Presentation at the Center for Corporate Citizenship Deutschland, Berlin, Germany, April 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility. Paper presented at INSEAD, Paris, France, April 2010.

Megatrends 2020 and Implications for E.ON. Presentation at E.ON Workshop Bring CR to Life, Düsseldorf, Germany, March 2010.

When Does Being Good Imply Doing Good? Exploring Context Effects on Corporate Social Responsibility. Paper presented at the Winter Conference of the Society for Consumer Psychology, St. Pete Beach, Florida, USA, February 2010.

Encouraging and Sustaining Healthy Food Choices – Roundtable Organized by Wageningen University and Ahold, Panelist, Amsterdam, The Netherlands, February 2010.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Louvain School of Management, Louvain-la-Neuve, Belgium, February 2010.

2009

The Charitable Consumer. Paper presented at the Doctoral Consortium Session, Association for Consumer Research Conference, Pittsburgh, Pennsylvania, USA, October 2009.

The Triple Bottom Line: A Positive Sum Game? Paper presented at the European Association for Business in Society Conference, Barcelona, Spain, September 2009.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Colorado State University, Fort Collins, Colorado, USA, June 2009.

The Triple Bottom Line: A Positive Sum Game? Paper presented at the Conscious Capitalism Conference, Bentley University, Waltham, Massachusetts, USA, May 2009.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Moore School of Business, University of South Carolina, Columbia, South Carolina, USA, April 2009.

Stakeholder Reactions to Corporate Social Responsibility Initiatives. Paper presented at the European School of Management and Technology, Berlin, Germany, January 2009.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Paper presented at the Babson College, Wellesley, Massachusetts, January 2009.

Using Corporate Social Responsibility to Win the War for Talent. Paper presented at the Association for Consumer Research Conference, Hyderabad, India, January 2009.

2008

Good (is not) Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Socially Responsible Consumerism Forum, Toronto, Ontario, Canada, November 2008.

Using Corporate Social Responsibility to Create a Stakeholder Oriented Firm. Paper presented at the Stakeholder Marketing Conference, Boston, Massachusetts, USA, October 2008.

Measuring CSR Returns to an Oft Neglected Stakeholder Group: The Cause Beneficiary. Paper presented at the Stakeholder Marketing Conference, Boston, Massachusetts, USA, October 2008.

It's Not Bad Being Good. Paper presented at the Green Media Show Conference and Expo, Boston, Massachusetts, USA, October 2008.

Competing Effectively Through Corporate Social Initiatives. Paper presented at the 2008 INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 2008.

Corporate Stakeholder Responsibility: Opportunities and Challenges. Paper presented at the Lundquist School of Business, University of Oregon, Eugene, Oregon, USA, June 2008.

Using Corporate Social Responsibility to win the War for Talent. Paper presented at the Human Resources Policy Institute Spring Meeting, Boston University, Boston, Massachusetts, USA, May 2008.

Consumers' Reactions to Acquisitions of Socially Responsible Companies. Paper presented at the Marketing and Public Policy Conference, Philadelphia, Pennsylvania, USA, May 2008.

Using Corporate Social Responsibility to win the War for Talent. Paper presented at the Center for Corporate Citizenship Annual Conference, Boston College, Boston, Massachusetts, USA, April 2008.

Corporate Stakeholder Responsibility: Opportunities and Challenges. Paper presented at the Zicklin School of Business, Baruch College, New York, USA, March.

Stakeholder Marketing: Beyond the Four P's and the Customer. Paper presented at the American Marketing Association Winter Educator's Conference, Austin, Texas, USA, February 2008.

The Role of Culture in Consumer-Brand Identification: A Multinational Examination. Paper presented at the American Marketing Association Winter Educator's Conference, Austin, Texas, USA, February 2008.

2007

Consumers' Reactions to Acquisitions of Socially Responsible Companies. Paper presented at the Association for Consumer Research Conference, Memphis, Tennessee, USA, October 2007.

Promoting Health Behaviors Through Corporate Social Initiatives. Paper presented at the Transformative Consumer Research Conference, Tuck School of Business at Dartmouth College, Hanover, New Hampshire, USA July 2007.

Winning the War for Talent by Making a Difference: Employee Reactions to Corporate Social Responsibility. Paper presented at the 11th International Conference on Reputation, Brand, Identity & Competitiveness, BI Norwegian School of Management, Oslo, Norway, June 2007.

Stakeholder Marketing: Beyond the 4P's and the Customer. Paper presented at the University of Wyoming, Laramie, Wyoming, USA, May 2007.

Stakeholder Marketing: Beyond the 4P's and the Customer. Paper presented at the General Mills Senior Management Forum, Minneapolis, Minnesota, USA, May 2007.

Returns to Corporate Social Initiatives. Paper presented at the P&G Worldwide Sustainability Group, Cincinnati, Ohio, USA, April 2007.

Transformative Consumer Research. Paper presented during a roundtable discussion at the Marketing Science Institute Trustees Meeting, Boston, Massachusetts, USA, April 2007.

Strengthening Consumer-Brand Relationships Using Social Initiatives. Paper presented at the Society for Consumer Psychology Conference, Las Vegas Nevada, USA, February 2007.

Does It Pay to Be A Good Citizen? Paper presented at the Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA, February 2007.

2006

Strengthening Customer Relationships Using Corporate Social Initiatives. Paper presented at the Association for Consumer Research Conference, San Antonio, Texas, USA, September 2006.

Working for a Good Global company: Employee Reactions to Corporate Social Responsibility. Paper presented at the Corporate Responsibility and Global Business, London Business School, London, England, July 2006.

2005

Beyond the Marketing Mix: Innovations in Marketing Strategy. Paper presented at the Indian School of Business, Hyderabad, India, November 2005.

Corporate Associations and Stakeholder Responses: A Field Experiment. Paper presented at the Academy of Marketing Science Conference, Tampa, Florida, USA, May 2005.

Corporate Social Initiatives: Who Benefits and How? Paper presented at IESE Business School, Barcelona, Spain, May 2005.

Assessing Returns to Corporate Social Initiatives: A Stakeholder Perspective. Paper presented at the University of Michigan, Ann Arbor, Michigan, USA, April 2005.

Assessing Returns to Corporate Social Marketing: A Consumer Centric Perspective. Paper presented at the Conference on Measuring and Reporting Social, Environmental and Financial Performance, University of California Berkeley, Berkeley, California, USA, April 2005.

Antecedents and Consequences of Corporate Social Responsibility Perceptions. Paper presented at the Society for Consumer Psychology Conference, St. Petersburg, Florida, USA, February 2005.

Doing Better at Doing Good: Understanding Consumer Responses To Corporate Social Initiatives. Paper presented at the General Mills Social Marketing Forum, January 2005.

2004

Assessing the Returns to Corporate Social Initiatives: A Consumer-centric Perspective. Paper presented at the Marketing Science Institute Conference on Academic Practitioner Collaborative Research, Yale University, New Haven, Connecticut, USA, December 2004.

Doing Better at Doing Good: Understanding Consumer Responses to Corporate Social Initiatives. Paper presented at the Corporate Social Responsibility Summit, Boca Raton, Florida, USA, October 2004.

Understanding Consumer Responses to Corporate Societal Marketing Initiatives. Paper presented at the Timberland Eco Partners Summit, Stratham, New Hampshire, USA, October 2004.

Modeling Sustained Superior Brand Performance: A Longitudinal Analysis. Paper presented at the Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

Does Corporate Social Responsibility Improve the Bottomline? Paper presented at the Corporate Identity and Associations Research Group Conference, Los Angeles, California, USA, April 2004.

2003

Measuring the Effectiveness of Corporate Social Initiatives: A Customer-centric Perspective. Paper presented at the Association for Consumer Research Conference, Toronto, Ontario, Canada, October 2003.

Measuring the Effectiveness of Corporate Social Initiatives: A Customer-centric Perspective. Paper presented at the Integrating Social Initiatives and Marketing Strategy Conference, Boston University, Boston, Massachusetts, USA, September 2003.

Customer Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, University of Massachusetts, Amherst, Massachusetts, USA, April 2003.

Does it Pay to Be A Good Citizen? A Market Based View. Paper presented at the 2003 International Corporate Citizenship Conference, San Antonio, Texas, USA, March 2003. (Repeated via teleconferencing on 10/30/03)

Customer-Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, London Business School, London, England, February 2003.

2002

The Effect of Corporate Involvement on Consumer Reactions to Nonprofits. Paper presented at the Association for Consumer Research Conference, Atlanta, Georgia, USA, October 2002.

Customer Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, University of Connecticut, Mansfield, Connecticut, USA, September 2002.

Exploring Corporate Associations: Developing a Research Agenda. Paper presented at the American Marketing Association Summer Educator's Conference, San Diego, California, USA, August 2002.

Understanding the Interplay Between the Customer Asset and the Brand Asset. Paper presented at the Managing the Customer Asset Conference, Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, USA, June 2002.

Consumer Company Identification: A Framework for Understanding Consumers' Relationships with Companies. Paper presented at the 6th Annual Conference on Corporate Reputation, Identity and Competitiveness, Boston, Massachusetts, USA, May 2002.

The Antecedents and Consequences of Customer-Company Identification. Paper presented at the Vrije University, Amsterdam, The Netherlands, May 2002.

Consumer Company Identification: A Framework for Understanding Consumers' Relationships with Companies. Paper presented at the Conference on Exploring Corporate Associations: Developing a Research Agenda, College of Business Administration, Oklahoma State University, Stillwater, Oklahoma, USA, April 2002.

Marketing Corporate Citizenship. Paper presented at the Center for Corporate Citizenship, Boston College, Chestnut Hill, Massachusetts, USA, April 2002.

Tracking Brand Health: A Behind the Scenes Look. Paper presented at the Boston Area Faculty Consortium, Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, USA, March 2002.

2001

Partnering for Social Change. Chairman's Address at the Innovations in Social Marketing Conference, Washington D.C., Washington, USA, June 2001.

Marketing, Corporate Social Initiatives, and the Bottom Line. Discussant at the Marketing Science Institute Conference on Marketing, Corporate Social Initiatives and the Bottomline, University of North Carolina, Chapel Hill, North Carolina, USA, March 2001.

2000

Towards a System for Monitoring Brand Health. Paper presented at the Marketing Science Institute Conference on Marketing Metrics, Toronto, Ontario, Canada, October 2000.

Correlates of Sustained Superior Brand Performance. Paper presented at the Marketing Science Conference, Los Angeles, California, USA, June 2000.

Does Doing Good Always Lead to Doing Better? Paper presented at the Corporate Reputation, Identity and Competitiveness Conference, Copenhagen, Denmark, May 2000.

Not Just Brand, Corporate Brand. Paper presented at the Human Resources Policy Institute Spring Meeting, School of Management, Boston University, Boston, Massachusetts, USA, May 2000.

Knowledge Assets and the Role of Communities. Paper presented at the workshop: Strategy and Leadership for the Knowledge Economy, Systems Research Center, School of Management, Boston University, Boston, Massachusetts, USA, May 2000.

Managing Customer Loyalty: Does it Change Over the Relationship Life Cycle? Paper presented at the American Marketing Association, Winter Marketing Educator's Conference, San Antonio, Texas, USA, February 2000.

1999

The Role of Communities in the Knowledge Economy. Paper presented at the workshop: Competing in the Knowledge Economy, Systems Research Center, School of Management, Boston University, Boston, Massachusetts, USA, November 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the INFORMS Conference, Philadelphia, Pennsylvania, USA, November 1999.

The Company of a Consumer: The Scope and Relevance of Organizational Identification in Marketing. Paper presented at the Association for Consumer Research Conference, Columbus, Ohio, USA, October 1999.

The Customer, The Salesperson and the Organization: The Role of Identification. Paper presented at the American Marketing Association Summer Educator's Conference, San Francisco, California, USA, August 1999.

Corporate Alliances as Social Marketing Tools. Paper presented during a special session (Conference Kickoff Event) at the Innovations in Social Marketing Conference, Montreal, Quebec, Canada, July 1999.

Organizational Identification and Corporate Social Responsibility. Paper presented at Cone Communications Incorporated, Boston, Massachusetts, USA, June 1999.

Brand Health: Concepts and Measurement. Paper presented at the Monitor Company, Cambridge, Massachusetts, USA, May 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the Graduate School of Business, University of Chicago, Chicago, Illinois, USA, March 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the Society for Consumer Psychology, St. Petersburg, Florida, USA, February 1999.

1998

Research Directions in Nonprofit Strategy. Discussant at the Social Enterprise Initiative, Harvard Business School, Boston, Massachusetts, USA, November 1998.

The Company of a Salesman: The Role of Organizational Identification in Sales Representative Performance. Paper presented at the Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998.

Towards a System for Monitoring Brand Health. Paper presented at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina, USA, March 1998.

Conceptualizing and Measuring Brand Health for Consumer Packaged Goods: A Store Scanner Data Application. Paper presented at the Babcock School of Management, Wake Forest University, Winston-Salem, North Carolina, USA, March 1998.

1997

Towards a System for Monitoring Brand Health. Paper presented at Harvard Business School, Boston, Massachusetts, USA, October 1997.

The Individual, the Organization and the Product: The Role of Organizational Identification in Consumer Behavior. Organizer of Special Session, Association for Consumer Research Meeting, October 1997.

A Comparison of Organizational Identification and Disidentification. Paper presented at the Association for Consumer Research European Conference, Stockholm, Sweden, June 1997.

The Role of Organizational Identification and Disidentification in Social Marketing. Paper presented at the Social Marketing Conference, Massachusetts, USA, May 1997.

Towards A System for Monitoring Brand Health. Paper presented at the Marketing Science Conference, Haas School of Business, University of California, Berkeley, California, USA, March 1997.

1996

In or Out?: Relating Members' Affiliation Characteristics to Lapsing Behavior. Paper presented at the Recent Advances in Retailing and Services Science Conference, Telfs-Buchen, Austria, June 1996.

Repeat Buying Decisions in Membership Contexts. Paper presented at the Relationship Marketing Conference, Berlin, Germany, March 1996.

To Upgrade, Downgrade or Lapse, That is the Question: Repeat Buying Decisions in Membership Contexts. Paper presented at the Marketing Science Conference, Coral Gables, Florida, USA, March 1996.

1995

The Utilization of Membership: A Study of the Visiting Behavior of Art Museum Members. Paper presented at the Recent Advances in Retailing and Services Science Conference, Queensland, Australia, 1995.

The Correlates of Organizational Identification. Paper presented at the Marketing Science Conference, Sydney, Australia, 1995.

Instilling Social Responsibility Through Marketing Research Field Projects. Paper presented at the Initiative for a Competitive Inner City, Harvard Business School, Boston, Massachusetts, USA, May 1995.

1994

Organizational Identification and Museum Membership. High Museum of Art, Atlanta, Georgia, USA, October 1994.

Applications of Management Science to Relationship Marketing. Organizer of a special session at the Relationship Marketing Conference, Georgia, USA, June 1994.

An Advertising Evaluation System for Specialty Retailers. Paper presented at the Recent Advances in Retailing and Services Science Conference, Banff, Alberta, Canada, May 1994.

Assessing a Purchase-based Measure of Brand Loyalty: Share of Category Requirements. Paper presented at the Marketing Science Conference, Tucson, Arizona, USA, March 1994.

1993

Validity of Competing Brand Health Indicators Derived from Store Scanner Data. Paper presented at New Directions and Current Issues in the Analysis and Use of Scanner Data, Toronto, Ontario, Canada, September 1993.

1992

A Time-Varying Measure of Strategic Brand Health Derived from Store Level Scanner Data. Paper presented at the Marketing Science Conference, London, England, July 1992.

1991

An Advertising, Budgeting and Tracking System for Specialty Retailers. Paper presented at the Marketing Science Conference, Chapel Hill, North Carolina, USA, March 1991.

The Relationship between the Marketing Mix and Share of Category Requirements. Paper presented to the Procter and Gamble Company, Cincinnati, Ohio, USA, March 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Jones School of Management, Rice University, Houston, Texas, USA, October 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at McGill University, Montreal, Canada, November 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Hautes Etudes Commerciales School of Management, Paris, France, November 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Katz School of Management, University of Pittsburgh, Pittsburgh, Pennsylvania, USA, December 1991.

1990

The Correlates of Brand Loyalty. Paper presented at the Marketing Science Conference, Urbana, Illinois, USA, March 1990.

An Advertising Evaluation System for Retailers. Paper presented at the Specialty Retailing Forum, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, September 1990.

Case studies and technical notes

Bhattacharya, CB, and R. Kroenert (2001). *RateItAll.com*. Boston University, School of Management, Teaching Case, 2001–08.

Bhattacharya, CB (2000). High museum of art. In *Marketing Management: Text and Cases*, 7th ed., ed. D. J. Dalrymple and L. J. Parsons, 113–121. New York: John Wiley & Sons.

Bhattacharya, CB, and R. Kroenert (1995). *The high museum of art*, parts (A) through (E). South-Western College Publishing's CaseNet, ISBN 0-324-00293-9 (Case Teaching Package, ISBN 0-324-00570-9).

Bhattacharya, CB, and C. Weaver (1994). *Cottonwood children's hospital: Safety message campaign*. South-Western College Publishing's CaseNet, ISBN 0-324-00311-0 (Case Teaching Package, ISBN 0-324-00566-0).

Bhattacharya, CB, and M. Weiner (1994). *Steam records*. South-Western College Publishing's CaseNet, ISBN 0-324-00300-5 (Case Teaching Package, ISBN 0-324-00580-6).

Editorial services

Editorial Review Board, *Journal of the Academy of Marketing Science*, September 2010–present.

Editorial Review Board, *Business Ethics Quarterly*, July 2009–present.

Special Issue Editor, *Journal of Public Policy and Marketing*, Spring 2010.

Special Issue Editor, *Journal of Business Research*, Winter 2008.

Editorial Review Board, *Corporate Reputation Review*, 2006–present.

Special Issue Editor, *California Management Review*, Fall 2004, Winter 2005.

Editorial Review Board, *Journal of Marketing*, 2002–2005.

Special Issue Editor, *Social Marketing Quarterly*, Spring 2002.

Ad-hoc reviewer for *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Academy of Marketing Science*, *Journal of Retailing*, *California Management Review*, AMA Summer Educator's Conference, AMA Winter Educator's Conference, and Relationship Marketing Conferences.

Quoted in the *New York Times*, *Financial Times*, *Newsweek*, *Business Week*, *The Wall Street Journal Online*, *Fox 42 News*, *Times of India*, *Süddeutsche Zeitung*, *Frankfurter Rundschau*, *Berliner Zeitung* and many other publications.

TV appearances on CBS, FOX, NECN and PBS stations.

Podcast for The Ethical Corporation, *Are companies taking stakeholder engagement seriously enough?* May 2011.

Program committees

Founder and Director of the Sustainable Business Roundtable at ESMT, Berlin, Germany, 2011–present.

Chairman of the Marketing and Society Track in the American Marketing Association Conference in Austin, Texas, February 2011.

Member, Faculty Evaluation Committee, ESMT, Berlin, Germany, 2010–present.

Member, Faculty Recruitment Committee, ESMT, Berlin, Germany, 2009–present.

Member, Steering Committee, Clean Energy and Environmental Sustainability Initiative, Boston University, Boston, Massachusetts, USA, 2008–2009.

Initiator and Faculty Director, Stakeholder Marketing Consortium, 2006–present.

Member, Boston University Council on Faculty Diversity and Inclusion, Boston, Massachusetts, USA, 2006–2008.

Initiator and Co-Chair, International Conference on Corporate Social Responsibility, 2003, 2005, 2006 (in partnership with UC Berkeley and London Business School).

Chairman Ad Interim, Marketing Department, Boston University, Boston, Massachusetts, USA, January–August 2005.

Doctor in Business Administration Program Development Committee, School-wide and Department Liaison, Boston University, Boston, Massachusetts, USA, 2001–2004 and 2006–present.

Faculty Policy Council, Boston University, Boston, Massachusetts, USA, 1999–2000.

Public and Nonprofit Management Program Development Committee, Boston University, Boston, Massachusetts, USA, 1998–2000.

Affiliations and memberships

Founder, Sustainable Business Roundtable at ESMT, 2011–present.

Member, Academic Council, *American Marketing Association*, 2004–2006.

Member, Selection Committee appointed by Vice President of the American Marketing Association to choose the Editor, *Journal of Public Policy and Marketing*, 2005.

Chairman, Innovations in Social Marketing Conference, 2001.

Dean's Advisory Council, The School of Nursing, Emory University, 1994–1997.

Ph.D. supervision

Abhijit Roy (Committee Member)

Shuli Du (Chairman)

Daniel Korschun (Chairman)

Weimin Dong (Committee Member)

Fiona Wilson (Committee Member)

Teaching

Teaching experience in business schools and universities. Marketing Management, Marketing Research, Corporate Responsibility and Sustainability to undergraduates, MBA students and Executive MBA students. Average instructor rating 4.7/5.

Teach regularly in Executive MBA and Non-degree executive programs for various corporations (e.g. Lufthansa, Munich Re and E.ON).

Visiting Professor, Johannes Kepler University, Linz, Austria, 1995; HfB, Bank Academy, Frankfurt, Germany, 1998; Vrije University, Amsterdam, The Netherlands, 2002; Indian School of Business, Hyderabad, India, 2005; IESE Business School, Barcelona, Spain, 2006.

Corporate teaching and consulting experience

Lufthansa (creating a sustainable future)

IBM (session host in IBM Service Jam)

E.ON (bringing corporate responsibility to life)

Munich Re (creating business value through social value)

The Aspen Institute (integrating corporate responsibility and business strategy)

The Hitachi Corporation (measuring effectiveness of corporate social initiatives)

The Procter & Gamble Company (measuring returns to corporate philanthropy; brand loyalty)

Bell South Corporation (drivers of customer satisfaction)

The Marketing Science Institute (measuring brand health)

The Prudential Bank (new product introduction strategies; regression/conjoint analysis)

Information Resources Incorporated (evaluating and purifying brand loyalty measures)

Airwick Industries (designing system for improving sales force effectiveness)

Silo Incorporated (improving retail advertising effectiveness)

High Museum of Art (predicting likelihood of membership renewal)

Updated: May 18, 2012