

Biographical Sketch

RAJENDRA S. SISODIA



Dr. Rajendra S. Sisodia is Professor of Marketing at Bentley College, and was previously Trustee Professor of Marketing and the Founding Director of the Center for Marketing Technology. Until 1998, he was Director of Executive Programs and Associate Professor of Marketing at George Mason University in Fairfax, Virginia. His responsibilities there included directing the Executive MBA program, the Masters program in Technology Management and short executive programs. From 1985 to 1988, he was Assistant Professor of Marketing at Boston University. An electrical engineer from BITS, Pilani (India), Dr. Sisodia has an MBA in Marketing from the Bajaj Institute of Management Studies in Bombay, and a Ph. D. in Marketing & Business Policy from Columbia University, where he was the Booz Allen Hamilton Fellow.

His research, teaching and consulting expertise spans the areas of marketing frameworks, marketing ethics, relationship marketing, measuring and improving marketing productivity, strategic uses of information technology, the marketing of services and marketing strategy. Dr. Sisodia was nominated three times for the George Mason University Teaching Award, and was twice a finalist. In 2003, he was cited as one of “50 Leading Marketing Thinkers” and named to the “Guru Gallery” by the UK-based Chartered Institute of Marketing (the largest marketing association in the world). In 2007, he was honored with the *Award for Excellence in Scholarship* by Bentley College.

Dr. Sisodia’s book *The Rule of Three: How Competition Shapes Markets* (with Jagdish N. Sheth, Emory University) was published by the Free Press division of Simon & Schuster in 2002, and has been translated into German, Italian, Polish, Japanese and Chinese. It was the subject of a seven part television series by CNBC Asia, and was a finalist for the 2004 Best Marketing Book Award from the American Marketing Association. Recent books include *Firms of Endearment* (with David Wolfe and Jagdish N. Sheth, Wharton School Publishing, 2007), *Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets* (with Jagdish N. Sheth, Sage Publications, 2006) and *Does Marketing Need Reform?* (co-edited with Jagdish N. Sheth, M.E. Sharpe, 2006). Forthcoming books include *The 4As of Marketing* (with Jagdish N. Sheth, American Marketing Association) and *Marketing Management* (with Jagdish N. Sheth, John Wiley & Sons).

Dr. Sisodia has also published nearly one hundred articles in publications such as *Harvard Business Review*, *Journal of Marketing*, *Journal of Public Policy & Marketing*, *Journal of Business Strategy*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *Handbook of Business Strategy*, *Marketing Letters*, *Marketing Management*, *Marketing Research*, *Journal of Services Marketing*, *Journal of Consumer Marketing*, *European Business Forum*, *Ivey Business Journal*, *Routledge Encyclopedia of Marketing*, *Information & Management*, *Telecommunications Policy*, *International Journal of Technology Management*, *Design Management Journal*, *Journal of Global Business* and *Journal of Professional Services Marketing*. He has authored book chapters on

“Consumer Behavior in the Future,” “The Future of Marketing Education,” “The Impact of Information Technology on Relationship Marketing” and “The Future of Marketing.” He has also written over two dozen cases, primarily on strategic and marketing issues in the telecommunications industry, as well as authored a number of telecommunications industry and company analyses. His research reports titled *The Consolidation of the Information Industry* (with Jagdish N. Sheth) and *The Future of Wireless Communications* (also with Jagdish N. Sheth) have been published by the International Engineering Consortium.

Dr. Sisodia is listed in *Who's Who in America* and *Who's Who in Finance and Industry*. He writes frequently for the *Wall Street Journal*, and his work has been featured in *The New York Times*, *Fortune*, *Financial Times*, *The Washington Post*, *The Boston Globe*, *Christian Science Monitor*, *The Economic Times*, *Upside* and numerous other publications, radio shows and television networks such as CNN, CBC and Fox. His research has been cited in over sixty professional books and numerous academic articles. He has been interviewed on the American Public Radio national business program *Marketplace*, and appeared regularly with Steve Pearlstein of the *Washington Post* on the programs *Public Interest* and *One Union Station* on National Public Radio, discussing current business issues. He is on the editorial board of several journals, and was previously the Associate Editor of the *Journal of Asia Pacific Business*. He has served as reviewer for *Journal of Marketing*, *Journal of Retailing* and other leading marketing journals.

Dr. Sisodia was cofounder and Chairman of adAlive, Inc. (a VC-financed company in Waltham, MA) from March 2000 to June 2002. He has consulted with organizations and companies in the information technology, telecommunications, electric utility, real estate, healthcare and financial services industries. He has taught in numerous executive programs in the United States, Canada, Chile, Singapore, Hong Kong, India and England. Organizations have included AT&T, BJ's Wholesale, Siemens, Sprint, Sprint PCS, MCI, BellSouth, Bell Atlantic, Volvo, Butcher's, Northern Telecom, American Management Systems, Bellcore, IBM, Price Waterhouse, Perot Systems, Ernst & Young, FreeAgent.com, Telecom Italia, Southern California Edison, SuperComm, United Nations, World Bank, Internal Revenue Service, Bureau of Land Management, US Postal Service, and the Commonwealth of Virginia.