

Joseph Cherian

University of Illinois at Chicago
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Chicago, IL 60607
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EDUCATION

Ph. D. (Marketing, 1986)
University of Texas - Austin
Summa Cum Laude

M. S. (Engineering Management, 1982)
M. S. (Mechanical Engineering, 1982)
University of Missouri - Rolla

B. Tech (Mechanical Engineering, 1979)
Indian Institute of Technology, Madras

EXPERIENCE

1993-Present: Associate Professor, Marketing
University of Illinois-Chicago

1999-2000: Associate Dean for MBA Programs
University of Illinois - Chicago

1986-1993: Assistant Professor, Marketing
University of Illinois-Chicago

CLASSROOM TEACHING (1986-2007):

<u>Course Title</u>	<u>Level</u>	<u>Pedagogy</u>
Interdisciplinary Product Dev.	BS	Lectures, Workshops
Product Planning	BS	Lectures, Product Analysis
Marketing Research	BS	Lectures, Statistical Analysis
Marketing Management Introduction	MBA	Lectures, Construct Marketing Plan
Marketing Management Capstone	MBA	Cases, Spreadsheet Analyses
Marketing Research	MBA	Cases, Lecture, Statistical Analysis
Business Concepts & Skills	MBA	Business Game, Exercises
Marketing Theory	PhD	Seminar, Research Papers
Consumer Behavior	PhD	Seminar, Research Papers

PROFESSIONAL TEACHING (1990 – 2010):

Numerous presentations, workshops and classes delivered to corporate clients (e.g., CNA, Allstate), small business managers/owners, and healthcare executives and physicians [Superior ratings in each venue.]

TEACHING AWARDS:

1994 Teaching Grant to create content for Physician Management Program

1995 Alumni Award for Teaching

2004	Winner, "Golden Apple", Favorite MBA Professor
2005	Honorable Mention, "Favorite MBA Professor"
2005	Awarded Teaching Recognition Program, a University-wide award
2007	"Favorite MBA Professor"
2011	Nominee from College of Business for University-wide Teaching Award

DISSERTATION COMMITTEES:

Hyung Jin Kim, Public Policy Analysis & Urban Planning 1993, "Trip Chaining Behavior and Spatial Interaction Models."

Paul Metaxatos, Public Policy Analysis & Urban Planning 1995, "Trip Chains: Theoretical Development and Empirical Verification."

Musadik Malik, Pharmacy 1995, "The Effects of Complexity and Accountability on Prescribing Decisions."

Atul Shrivastava, Information and Decision Sciences 1995, "Structural Analysis of Business Processes Using Fuzzy Reasoning in View of Business Process Reengineering."

Cheryl Nakata, Marketing 1997, "The Impact of National Culture on Organizational Responses to the Marketing Concept."

Manoj Sinha, Information and Decision Sciences 1997, "Transaction Cost Analyses of Distribution Channels: Analytical Results."

Ty Mattson, Marketing 1999, "The Impact of Mood on Consumer Judgments and Evaluations"

Steve Koernig, Marketing 1999, "Attractiveness and the Service Encounter"

Zhu Zhen, Marketing, 2001, Service Failures and Customer Responses

Eliza Fredericks, Marketing 2002, Multi-functional Teams in NPD

Donavieve Smith, Marketing 2002, Trust in Online Transactions

Debra Malewicki, Marketing 2002, Entrepreneur Networking Organizations

Andrew Klein, Management 2003, Corporate Culture and Strategy

Michael Manion, Marketing (2003) Chair, Strategy Types and New Product Development

Yili Huang, Marketing (2004), Multifunctional Teams in New Product Development

Wendy Martin, Marketing (2006) Chair, Adherent Perceptions of Marketing Activities; Differences Among Religions.

Beichen Liang, Marketing (2008) Chair, Cross-Cultural Consumer Processing of Advertising Messages

Sharmin Attaran, Marketing (2011) Chair, Consumer Corporation Identification: Stressors and Glues

Pitsamorn Killenthong (2011?) Co-Chair, Entrepreneurial Marketing]

John Hildebrand, Marketing (2012?) Chair, [Consumer Play and Identity]

Akon Ekpo, Marketing (2012?) Chair, [Marginalized Consumers: Escape from Habitus]

PUBLICATIONS REFEREED PAPERS:

- [1] Rajendra K. Srivastava, Vijay Mahajan, Sridhar R. Ramaswami and Joseph Cherian, "A Multi-Attribute Diffusion Model for Forecasting the Adoption of Investment Alternatives for Consumers," *Technological Forecasting And Social Change*, 1985, v28, pp. 325-323.
- [2] Joseph Cherian and Rohit Deshpande, "The Impact of Organizational Culture on the Adoption of Innovations," *1985 AMA Summer Educators Conference Proceedings*, pp. 30-34.
- [3] Joseph Cherian and Barbara Harris, "Capricious Consumption and the Social Brain Theory: Why Consumers Seem Purposive Even in the Absence of Purpose," *1990 ACR Proceedings*, v. 17., pp 218-222.
- [4] Peter Chalos, Joseph Cherian and Dawn Harris, "Financial Disclosure Effects on Labor Contracts: A Nash Analysis," *Contemporary Accounting Research*, 1991, v7, no. 2, Spring, pp. 431-438.
- [5] Joseph Cherian and Marilyn Jones, "Some Processes in Brand Categorizing: Why One Person's Noise is Another Person's Music," *1991 ACR Proceedings*, v 18. pp 77-83.
- [6] Naveen Donthu and Joseph Cherian, "Hispanic Coupon Usage: The Impact of Ethnic Identification," *Psychology and Marketing*, 1992, v. 9, no. 6, pp. 501-511.
- [7] Naveen Donthu and Joseph Cherian, "Differences in Consumer Perceptions of Similarity and Dissimilarity," *Marketing Letters*, 1993. v. 4, no 1, pp. 31-38.
- [8] Naveen Donthu, Joseph Cherian and Mukesh Bhargava, "Outdoor Advertising: Identifying the Critical Factors," *Journal of Advertising Research*, 1993, v. 33, no 3, May/June, pp 64-72.
- [9] Jacob Hornik and Joseph Cherian, "Data-Use in Marketing: An Analysis from an Artificial Science Perspective," *Journal of Business Research*, 1993, v. 17, no. 3, July, pp. 229-238.
- [10] Naveen Donthu and Joseph Cherian, "Impact of Strength of Ethnic Identification on Hispanic Shopping Behavior," *Journal of Retailing*, 1994, v. 70, no. 4, pp. 383-393.
- [11] K. Sivakumar and Joseph Cherian, "Role of Product Entry and Exit on the Attraction Effect," *Marketing Letters*, 1995, v. 6, no. 1, pp. 45-52.
- [12] Jacob Hornik and Joseph Cherian, "Facet-Analysis: A New Methodology for Theorizing in Marketing Research," *Research in Marketing*, 1995, v12, p141-180.
- [13] Jacob Hornik, Joseph Cherian, Michelle Madansky and Chem Narayana, "Consumer Recycling Behavior: A Meta-analysis of Empirical Findings," *Journal of Socio-*

Economics., 1995, v24, no.1, p105-128.

- [14] Peter Chalos and Joseph Cherian, "An Application of Data Envelopment Analysis to Public Sector Performance Measurement and Accountability," *Journal of Accounting and Public Policy*, 1995, v14, no2, p143-160.
- [15] Mike Manion and Joseph Cherian, "Strategic Type and New Service Development Success Measures." *Journal of Product Innovation Management*,
- [16] Mike Manion and Joseph Cherian, "New Service Development Measures of Success at Program and Project Level" *Journal of Services Marketing*,
- [17] Liang, B., Cherian, J. (2010). Cross-Cultural Differences in the Effects of Abstract and Concrete Thinking on Imagery Generation and Ad Persuasion. *Journal of International Consumer Marketing*, Routledge (Taylor & Francis), 22(2), 187 - 198.
- [18] Cherian, J., Crooker, K. J., Knight, P., Manion, M. (2010). Which Market Entry And Product Line Strategies Ought Organisations To Adopt For Emerging Economies?. *Organizations and Markets in Emerging Economies*, 1(1), 82-99.
- [19] Liang, B., Cherian, J., Fu, W. (2010). Can Followers Overcome Pioneers? The Role of Superior Alignable Differences in Consumer Evaluation of Brand Extensions. *Journal of Product and Brand Management*, Emerald Insight, 19(2), 85-93.
- [20] Liang, B., Cherian, J., Liu, Y. (2010). Concrete Thinking or Ideographic Language: Which is the Reason for Chinese People's Higher Imagery Generation Abilities?. *International Journal of Consumer Studies*, Blackwell Publishing, 34(1), 52-60.

RESEARCH PRESENTATIONS:

- [A] Organizational Culture in the Diffusion of Innovations, *Academy of Marketing Science*, 1987, Miami: Florida.
- [B] Comparative Advertising and the Perception of Similarity and Dissimilarity, *ORSA/TIMS Conference*, 1988, Washington: DC.
- [C] Perception of Similarity and Dissimilarity, *American Marketing Association*, 1989, Chicago: Illinois.
- [D] Differences in Perception of Similarity & Dissimilarity, *Marketing Science Conference*, 1991, Delaware.
- [E] Outdoor Advertising: Defining the Research Agenda, *Association for Consumer Research 1991*, New York: New York.
- [F] The Percolation of Innovations, *Marketing Science Conference*, 1993, St Louis: Missouri.
- [G] Billboard Advertising, Association of Business Administration, 1994, Mexico.
- [H] Impact of Strength of Ethnic Identification on Diffusion of Innovations, *Southern Marketing Association Conference*, 1996, New Orleans. (Best Paper, Consumer Behavior Track)
- [I] Benchmarking Time Efficiency in New Product Development, *INFORMS 1997*, Atlanta (with Al Page).

- [J] Using Data Envelopment Analysis to Characterize Time Efficiency in New Product Development, *PDMA Conference*, Monterey.
- [K] Effectiveness and Time Efficiency in New Product Development, *CBIM/ISBM Conference on Marketing Effectiveness*, 1998, Atlanta.
- [L] New Service Development, PDMA conference, 2005, San Diego
- [M] Cherian, J., Crooker, K., Knight, P., Manion, M. In Dr. Rama Yelkur (Ed.), Are Analyzers Unique? MMA Spring Conference, Spring 2010 (Best Paper)

DISSERTATION Corporate Clusters: The Sociology of Innovation Adoption

Studied the impact of organizational culture on the adoption of innovations by hospitals. Significant findings included parsing the differences in the effects of corporate structure and organizational culture on innovativeness.

RESEARCH HONORS AND AWARDS:

- 1985 AMA Doctoral Consortium Fellow
- 1996 Best Consumer Behavior Paper, Southern Marketing Assoc Conference
- 2006 Co-PI on Research Grant (\$75,000) for Supply Chain Management
- 2007 Co-Chair, Research Forum for PDMA (Product Development Management Association)
- 2008 Co-Chair, Subsistence Marketing Conference on Sustainability
Co-Editor of JBR Special Issue Based on Conference
(Journal of Business Research)
- 2009 Best Paper Award, MMA Spring Conference
- 2011 Editorial Board, *Organizations and Markets*

SERVICE:

- 1996-1998 Member of the UIC Senate
(The Senate is a University-wide body composed of faculty & administrators; the members are elected by all faculty in their college)
- 1997-1999 Member of Executive Committee of the College of Business
(The Executive Committee aids the Dean in making strategic and operational decisions at the college level, including promotions, pay raises, and resource allocation; the members are elected by all faculty in the college).
- 1997-1998 College Strategic Planning Committee
(Mission-driven planning for the college in line with AACSB mandates)
- 1991-1998 Member of the MBA Co-ordinating Committee
(Did academic planning for the full-time MBA program)
- 1998 Member of the MBA Blue-Ribbon Committee
(Strategic Planning for the full-time, part-time and contract MBA programs)

- 1996-1998 Department Advisory Committee
(Aids the department head in critical decisions, including pay raises and promotions; elected by faculty)
- 1990-1993 College Coordinating Committee
(Oversight of other college committees and other decisions)
- 1994-1997 Graduate Academic Programs Committee
(Oversight of graduate course additions/deletions, and changes)
- 1995-1997 College Computer Committee
(Oversight of college level computing facilities and planning)
- 1999-2000 Associate Dean, MBA Programs, Continuing Education
Responsible for MBA Programs (domestic and China MBA)
Responsible for Continuing Education Programs
[For the MBA, raised satisfaction scores from 2/5 to 4.5/5, while raising GMAT average of incoming class; restructured the curriculum; quadrupled revenues to the college from Contract/EMBA programs; significantly improved Professional Development Program management and revenues]
- 2003-2004 Chair, Search Committee for Senior Hire in Marketing
- 2003-2005 Only faculty solicited to rework curriculum and pitch proposal for a Contract MBA client; partly based on client's high regard for my teaching
- 1995-2004 Intensely involved in all MBA related activities, including curriculum design, strategy and delivery.
- 2006 Faculty Advisor for Marketing Club, formed by MBA students at UIC
- 2007-2008 Member, Senate Committee on Educational Policy
(approval of all new educational programs on campus)
- 2009-2010 Co-Chair, College Diversity Strategic Thinking and Planning Task-Force
- 2010 Faculty Advisor, CBA Administrative Efficiency Task Force
- 2011 Chair, College Diversity Strategic Planning Task Force

Alternate, Executive Committee, College of Business Administration