Hi Nikhil,

Thanks for the changes made thus far. Hopefully, we are close to the finish line. Here are a few (hopefully final) changes:

Home Page

On second thought, I think the diagram on this home page should be striking with bright, bold fonts – some suggestions:

Top line – **Engaged and Passionate about** – use maroon or some bright color, bolded

2nd line – **Academic Work Corporate Community Giving Back** – use purple bold font

3rd line – **Teaching Research Service** – use dark blue font bold for all words on this line.

4th line – Use blue colored box with yellow number and text for all boxes. Make the number in bigger font and tet below in smaller font – see below:

**15**

**Courses Taught**

About Me Page

Most of the brief bio content is there in the remaining part of the website. So no need for this part. Delete “Here is my brief bio” title and all the content below it. Keep the para above it.

Below, may be include a bunch of images – Raj to provide images

1. Father photo
2. Wife – Madhu photo
3. Daughter – Shilpa photo
4. Logos of Sainik School, NIT, IIMC, Kellogg, UI, SMU

Teaching Page

Change top sentence to

Given my background in engineering, work experience with Exxon, Ph.D thesis on branding, and specialization in data and operations research, I have been fortunate to teach a wide range of marketing and data-oriented courses in marketing. The 15 topics taught in… (keep the same)

It would be nice to put two images of student-scribbled comments on either side of the wheel picture: (i) RajMahal comments, (ii) GMCP comments (cropped).

Research Page

#42 – Take off under second review. Reference – put Journal of Retailing, 98 (1), 24-45.

#35 – consumer preference distribution – placeholder – to change - article sent to Nikhil

#32 – emp gen 2015 – place holder, to change – article sent to Nikhil

#7 – NB-SB Competition MSI WP 1995 – place holder, to change – article attached Nikhil

#4 – Effect of mktplace factors – MSI WP 1992 – placeholder, to change – article sent to Nikhil

#2 – Analysis of NB-SB UIWP1991 – placeholder, to change – article sent to Nikhil

#1 – JBR 1988 – placeholder, to change – article sent to Nikhil

Under Research in Progress, change title of #3 from 10 to 100 years….(rest of the title is as is)

Service Page

Minor – left photo title – change MBAS to MBAs

Awards Page

This page has to change in content and images. Only 11 of 20 awards are on website. Need to get the other ones.

Books Page

Seems fine.

Talks Page

May be put Jindal elephant figurine (or Great Lakes fig leaf) on one side and a few university logos on the other side

From Consulting to Mentoring Pages

Look good