

UNIVERSITY OF MIAMI
Curriculum Vitae

August 15, 2018

PERSONAL

1. Name: Arun Sharma
2. Office Phone: (305) 284 1770
3. Current Academic Rank: Professor
4. Primary Department: Marketing
5. Secondary or Joint Appointment: None

HIGHER EDUCATION

11. Institutional:

University of Illinois at Urbana-Champaign, Ph.D. (Marketing), 1988.

Indian Institute of Management, PGDM, Calcutta, India, 1980.

Rajasthan University, India, Bachelor of Engineering (Metallurgy), 1978.

12. Non-Institutional: None
13. Certification, Licensure: None

EXPERIENCE

14. Academic:

University of Miami, Professor of Marketing, Fall 2000 to present.

University of Miami, Vice Dean for Executive Education, Miami Business School, December 2017 to present.

University of Miami, Vice Dean for Graduate Programs and Executive Education, Miami Business School, Summer 2016 to Summer 2017.

Executive Director, JAE Leadership Institute, Fall 2010 to Fall 2014.

University of Miami, Chair, Department of Marketing, Fall 2000 to Summer 2004; Fall 2006 to Summer 2009.

University of Miami, Vice Dean of Strategic Initiatives, School of Business, Spring 2008 to Summer 2009.

University of Miami, Associate Professor of Marketing, Fall 1994 to Summer 2000.

University of Miami, Assistant Professor of Marketing, Fall 1987 to Summer 1994.

Illinois State University, Department of Marketing, Visiting Lecturer, Fall 1986 to Spring 1987.

University of Illinois at Urbana-Champaign, Department of Business Administration, Teaching Assistant, Fall 1983 to Spring 1986.

15. Non-Academic:

Indian Communications Network Private Ltd., New Delhi, India, Product Manager. 1981-83.

Indian Communications Network Private Ltd., New Delhi, India, Area Sales Manager. 1980-81.

16. Military: None

PUBLICATIONS

17. Books and Monographs Published:

Legend in Marketing: Jagdish Sheth; Volume VII: Organizational Buyer Behavior (2010), edited by Arun Sharma; Series Editor Jagdish N. Sheth and Balaji C. Krishna, Sage Publications.

18. Juried or Refereed Journal Articles:

Jha, Subhash, M. S. Balaji, Kumar Rakesh Ranjan and Arun Sharma. "Effect of service-related resources on employee and customer outcomes in trade shows." *Industrial Marketing Management*, forthcoming.

Rangarajan, Deva, Arun Sharma, Bert Paesbrugghe and Robert Boute (2018), "Aligning Sales and Operations Management: An Agenda for Inquiry," *Journal of Personal Selling and Sales Management*, 38 (2), 220-40.

Sharma, Arun and Niladri Syam (2018), "Sales and Customer Development: An Agenda for Inquiry," *Industrial Marketing Management*, 69 (February), 133-34.

Syam, Niladri and Arun Sharma (2018), "Waiting for a Sales Renaissance in the Fourth Industrial Revolution: Machine Learning and Artificial Intelligence in Sales Research and Practice," *Industrial Marketing Management*, 69 (February), 135-46.

Paesbrugghe, Bert, Arun Sharma, Deva Rangarajan and Niladri Syam (2018), "Personal Selling and the Purchasing Function: Where do We Go From Here?" *Journal of Personal Selling and Sales Management*, 38 (1), 123-43.

Paesbrugghe, Bert, Deva Rangarajan, Arun Sharma, Niladri Syam and Subhash Jha (2017), "Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function," *Industrial Marketing Management*, 62, 171-184.

Rapp, Adam A., Daniel G. Bachrach, Karen Flaherty, Douglas E. Hughes, Arun Sharma, and Clay M. Voorhees (2017), "The Role of the Sales-Service Interface and Ambidexterity in the Evolving Organization: A Multilevel Research Agenda," *Journal of Service Research*, 20, 1, 59-75.

Sharma, Arun (2016), "What Personal Selling and Sales Management Recommendations from Developed Markets Are Relevant in Emerging Markets?" *Journal of Personal Selling and Sales Management*, 36 (2), 89-104.

Sharma, Arun and Subhash Jha (2016), "Innovation from Emerging Market Firms: What Happens When Market Ambitions Meet Technology Challenges?" *Journal of Business*

and Industrial Marketing, 31, 4, 507-18.

Sharma, Arun and Heiner Evanschitzky (2016), "Returns on Key Accounts: Do the Results Justify the Expenditures?" *Journal of Business and Industrial Marketing*, 31, 2, 174-82.

Gopalkrishnan R. Iyer, Sarah Xiao, Arun Sharma and Michael Nicholson (2015), "Behavioral Issues in Price Setting in Business-to-business Marketing: A Framework for Analysis," *Industrial Marketing Management*, 47, (May), 6-16

Sharma, Arun and Gopalkrishnan R. Iyer (2012), "Resource-Constrained Product Development: Implications for Green Marketing and Green Supply Chains," *Industrial Marketing Management*, 41, 4 (May), 599–608.

Iyer, Gopalkrishnan R., Jagdish N. Sheth and Arun Sharma (2012), "The Resurgence of India: Triumph of Institutions Over Infrastructure," *Journal of Macromarketing*, 32, 3, 309-318.

Evanschitzky, Heiner, Arun Sharma and Catja Prykop (2012), "The Role of the Sales Employee in Securing Customer Satisfaction," *European Journal of Marketing*, 46, 3/4, 489-508.

Raajpoot, Nusser, Arun Sharma, and Jean Lefebvre (2012), "Use of counterfactual thinking for understanding the impact of personal value orientation on blame assignment and customer complaint behavior," *Atlantic Marketing Journal*, 1, 2, 1-22.

Sharma, Arun and Gopalkrishnan R. Iyer (2011), "Are Pricing Policies an Impediment to the Success of Customer Solutions?" *Industrial Marketing Management*, 40, 723-29.

Gurnani, Haresh, Arun Sharma and Dhruv Grewal (2010), "Optimal Return Policy under Demand Uncertainty," *Journal of Retailing*, 86, 2, 137-47.

Sharma, Arun and Jagdish N. Sheth (2010), "A Framework of Technology Mediation in Consumer Selling: Implications for Firms and Sales Management," *Journal of Personal Selling and Sales Management*, 30, 2 (Spring), 121-29. Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, *Journal of Personal Selling and Sales Management*, Volume 30 (2010).

Sharma, Arun, Gopalkrishnan R. Iyer, Anuj Mehrotra and R. Krishnan (2010), "Sustainability and Business-to-Business Marketing: A Framework and Implications," *Industrial Marketing Management*, 39, 2, 330-341. Awarded Best Paper Award for 2010.

Arnold, Todd J., Robert W. Palmatier, Dhruv Grewal and Arun Sharma (2009), "Understanding Retail Managers' Role in the Sales of Products Versus Services," *Journal of Retailing*, 85, 2, 129-44. 2011 Davidson Honorable Mention Award for the Best Article in Volume 85 (2009) of the *Journal of Retailing*.

Grewal, Dhruv, Gopalkrishnan R. Iyer, Wagner A. Kamakura, Anuj Mehrotra and Arun Sharma (2009), "Evaluation of Subsidiary Marketing Performance: Combining Process and Outcome Performance Metrics," *Journal of the Academy of Marketing Science*, 37, 2, 117-129.

Sheth, Jagdish N., Arun Sharma and Gopalkrishnan R. Iyer (2009), "Why Integrating Purchasing with Marketing is both Inevitable and Beneficial," *Industrial Marketing Management*, 33, 8, 865-71.

Sharma, Arun, Gopalkrishnan R. Iyer and Nusser A. Raajpoot (2009), "A Framework for Offshoring Marketing Processes in Business-to-Business Marketing Relationships," *Industrial Marketing Management*, 38 (4), 419-25.

Raajpoot, Nusser, Arun Sharma and Jean-Charles Chebat (2009), "What Generates Word-of-mouth in Retail Contexts," *Esic Market*, Vol. 133, pp. 27-58.

Sharma, Arun (2008), "Improving Customer Service and Profitability through Customer Intervention in Service Relationships," *Journal of Relationship Marketing*, 7(4), 327-340.

Sheth, Jagdish N. and Arun Sharma (2008), "The Impact of Transitioning from Products to Services in Business and Industrial Markets on the Evolution of the Sales Organization," *Industrial Marketing Management*, 37, 260-269.

Sharma, Arun, Gopalkrishnan R. Iyer and Heiner Evanschitzky (2008), "Personal Selling of High-Technology Products: The Solution-Selling Imperative," *Journal of Relationship Marketing*, 7 (3), 287-308.

Raajpoot, Nusser, Arun Sharma and Jean-Charles Chebat (2008), "The Role of Gender and Work Status in Shopping Center Patronage," *Journal of Business Research*, 61, 825-833.

Sharma, Arun (2007), "The Shift in Sales Organizations in Business-to-Business Services Markets," *Journal of Services Marketing*, 21, 5, 326-33.

Sheth, Jagdish N., and Arun Sharma (2007), "E-Services – A Framework for Growth," *Journal of Value Chain Management*, 1, 1/2, 7-12.

Sharma, Arun (2007), "Opportunities of International E-Services: A Conceptual Model," *Journal of Value Chain Management*, 1, 1/2, 63-78.

Sharma, Arun (2007), "The Metrics of Relationships: Measuring Satisfaction, Loyalty, and Profitability of Relational Customers," *Journal of Relationship Marketing*, 6, 2, 33-50; Summarized in *Quality Control and Applied Statistics*, Volume 53 Number 4-5, July-October (2008), pages 439-440.

Sharma, Arun, Michael Levy and Heiner Evanschitzky (2007), "The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople: A Research Note," *Journal of Personal Selling and Sales Management*, 27, 2 (Spring), 169-81. Abstract printed in SMM --
http://www.salesandmarketing.com/msg/search/article_display.jsp?vnu_content_id=1003973195. Winner of the James M. Comer Award.

Sharma, Arun and Anuj Mehrotra (2007), "Choosing an Optimal Channel Mix in Multichannel Environments," *Industrial Marketing Management*, 36, 1 (January), 21-28.

Sharma, Arun and Gopalkrishnan R. Iyer (2006), "Country Effects on CRM Success" *Journal of Relationship Marketing*, 5, 4, 63-78.

Sheth, Jagdish N., and Arun Sharma (2006), "Surpluses and Shortages in B2B markets," *Journal of Business and Industrial Marketing*, 21, 7, 422-27.

Raajpoot, Nusser A., and Arun Sharma (2006), "Perceptions of Incompatibility in Customer-to-Customer Interactions: Examining Individual Level Differences," *Journal of Services Marketing*, 20, 5, 324-32.

Sheth, Jagdish N., and Arun Sharma (2006), "India as a Global Supplier of Products and Services: Expectations and Emerging Challenges," *Journal of Asia Pacific Business*, 7, 3, 5-22.

Iyer, Gopalkrishnan R., Arun Sharma and Heiner Evanschitzky (2006), "Global Marketing of Industrial Products: Are Interpersonal Relationships Always Critical?" *Industrial Marketing Management*, 35, 5 (July), 611-20.

Sharma, Arun (2006), "Success Factors in Key Accounts," *Journal of Business and Industrial Marketing*, 22, 3, 141-50. First Runner up for JBIM "Highly Commended

Awards" for 2006.

Iyer, Gopal, Peter LaPlaca and Arun Sharma (2006), "Innovation and New Product Introductions in Emerging Markets: Strategic Recommendations for the Indian Market," *Industrial Marketing Management*, 35, 3, 373-82.

Iyer, Gopalkrishnan, Arun Sharma and David Bejou (2006), "Developing Relationship Equity in International Markets," *Journal of Relationship Marketing*, 5, 1, 3-23.

Sharma, Arun (2006), "Strategies for Maximizing Customer Equity of Low Lifetime Value Customers," *Journal of Relationship Marketing*, 5, 1, 59-83.

Sheth, Jagdish N., and Arun Sharma (2005), "International E-Marketing: Opportunities and Issues," *International Marketing Review*, 22, 6, 611-22.

Sharma, Arun and Peter LaPlaca (2005), "Marketing in the Emerging Era of Build-to-Order Manufacturing," *Industrial Marketing Management*, 34, 5, 476-486.

Iyer, Gopalkrishnan, Arun Sharma and David Bejou (2005), "Une Analyse du Processus Relationnel Sur Les Marchés Internationaux," *Revue Française du Marketing*, 202, 2/5 (May), 99-116.

Sharma, Arun, Gregory A. Rich and Michael Levy (2004), "Starting to Solve the Method Puzzle in Salesperson Self-Report Evaluations," *Journal of Personal Selling and Sales Management*, 14, 2 (Spring), 135-139.

Sharma, Arun and Jagdish N. Sheth (2004), "Web-Based Marketing: The Coming Revolution in Marketing Thought and Strategy," *Journal of Business Research*, 57, 696-7-2.

Sharma, Arun and Kishore Gopalakrishna Pillai (2003), "The Impact of Transactional and Relationship Strategies in Business Markets: An Agenda for Inquiry," *Industrial Marketing Management*, 32, 8 (November), 623-26.

Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "Mature Relationships: Why Does Relational Orientation Turn into Transaction Orientation?" *Industrial Marketing Management*, 32, 8 (November), 643-51.

Sharma, Arun (2003), "Are You Selecting the Right Key Accounts? Examining the Relationship between Account Sales and Profitability" *The Journal of Selling and Major Account Management*, 5 (October), 29-39.

Grewal, Dhruv, Gopalkrishnan R. Iyer, R. Krishnan, and Arun Sharma, (2003) "The Internet And The Price-Value-Loyalty Chain," *Journal of Business Research*, 56 (5), 391-98.

Sharma, Arun and Michael Levy (2003), "Salespeople's Affect toward Customers: Why should it be Important for Retailers?" *Journal of Business Research*, 56 (7), 523-28.

Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "The Survival of Internet-Based B2B Exchanges: The Critical Role of Relationships," *Journal of Relationship Marketing*, 2 Issue 3/4, 53-67.

Ullaga, Wolfgang, Arun Sharma and R. Krishnan (2002), "Plant Location and Place Marketing: Understanding the Process from the Business Customer's Perspective," *Industrial Marketing Management*, 31 (4), 393-401.

Sharma, Arun and R. Krishnan (2002), "Clicks Only, Clicks and Bricks, and Bricks Only: Are Retail Salespeople an Important Factor in Choice?" *Journal of Marketing Management*, 18, No. 3-4 (April), 317-336.

Sharma, Arun and Nikolaos Tzokas (2002), "Personal Selling and Sales Management in the Internet Environment: Lessons Learned," *Journal of Marketing Management*, 18, No. 3-4 (April), 249-258.

Sharma, Arun (2002), "Trends in Internet Based Business-to-Business Marketing," *Industrial Marketing Management*, 31 (2), 77-84.

Sharma, Arun (2001), "Consumer Decision-Making, Salespeople's Adaptive Selling and Retail Performance," *Journal of Business Research*, 54 (2), 125-29.

Sheth, Jagdish N., and Arun Sharma (2001), "Efficacy of Financial Measures of Marketing: It Depends on Markets and Marketing Strategies" *Journal of Targeting Measurement and Analysis*, 9 (4), 341-56.

Ullaga, Wolfgang and Arun Sharma (2001), "Complex and Strategic Decision-making in Organizations: Implications for Personal Selling and Sales Management," *Industrial Marketing Management*, 30 (5), 427-440.

Sharma, Arun, R. Krishnan and Dhruv Grewal (2001), "Value Creation in Markets: A Critical Area of Focus for Business-to-Business Markets," *Industrial Marketing Management*, 30 (4), 391-402.

Sharma, Arun, Michael Levy and Ajith Kumar (2000), "Knowledge Structures of Salespeople as Antecedents of Retail Sales Performance: An Empirical Examination," *Journal of Retailing*, 76 (1) Spring, 53-69.

Sharma, Arun (2000), "Do Salespeople and Customers Understand Each Other? Surprising Results from Extant Research" *The Journal of Selling and Major Account Management*, (October), 29-39.

Sharma, Arun and Thomas Stafford (2000), "The Effect of Retail Atmospheric on Customers' Perceptions of Salespeople and Customer Persuasion: An Empirical Investigation," *Journal of Business Research*, 49 (2) August, 183-92.

Sheth, Jagdish N., Rajendra S. Sisodia, and Arun Sharma (2000), "The Antecedents and Consequences of Customer-Centric Marketing," *Journal of the Academy of Marketing Science*, 28 (1) Winter, 55-66.

Grewal, Dhruv, Michael Levy, Anuj Mehrotra and Arun Sharma (1999), "Planning Merchandising Decisions to Account for Regional and Product Assortment Differences," *Journal of Retailing*, 75, 3, 405-24.

Sharma, Arun, Nikolaos Tzokas, Michael Saren and Panagiotis Kyziridis (1999), "Antecedents and Consequences of Relationship Marketing: Insights from Business Service Salespeople," *Industrial Marketing Management*, 28 (6), 601-12.

Sharma, Arun (1999), "Does the Salesperson Like Customers? A Conceptual and Empirical Examination of the Persuasive Effect of Perceptions of the Salesperson's Affect Toward Customers," *Psychology and Marketing*, 16, 2, 141-62.

Sharma, Arun (1997), "Who Prefers Key Account Management Programs? An Investigation of Business Buying Behavior and Buying Firm Characteristics," *Journal of Personal Selling and Sales Management*, 17, 4, (Fall), 27-39.

Sharma, Arun (1997), "Customer Satisfaction-Based Incentive Systems: Some Managerial and Salesperson Considerations," *Journal of Personal Selling and Sales Management*, 17, 2 (Spring), 61-70.

Sharma, Arun (1997), "Salesperson Attributes and the Customer-Salesperson Interaction: Implications for Relationship Marketing," *Research in Marketing*, 13, 185-209.

Sharma, Arun and Jagdish N. Sheth (1997), "Relationship Marketing: An Agenda for Inquiry," *Industrial Marketing Management*, 26, 2, 87-89.

Sheth, Jagdish N., and Arun Sharma (1997), "Supplier Relationships: Emerging Issues and Challenges," *Industrial Marketing Management*, 26, 2, 91-100.

Lambert, Douglas M., Arun Sharma, and Michael Levy (1997), "What Information Can Relationship Marketers Obtain from Customer Evaluations of Salespeople?," *Industrial Marketing Management*, 26, 2, 177-88.

Sharma, Arun (1996), "The Effect of Priming Cues in Sales Interactions: Additional Perspectives," *Journal of Personal Selling and Sales Management*, 16, 2 (Spring), 49-52.

Grewal, Dhruv, Howard Marmorstein and Arun Sharma (1996), "Communicating Price Information through Semantic Cues: The Moderating Effects of Situation and Discount Size," *Journal of Consumer Research*, 23 (September).

Sharma, Arun and Rajnandini Pillai, (1996), "Customers' Decision-Making Styles and their Preference for Sales Strategies: Conceptual Examination and an Empirical Study," *Journal of Personal Selling and Sales Management*, 16, 1, 21-33.

Sharma, Arun, and Michael Levy (1995), "Categorization of Customers by Retail Salespeople," *Journal of Retailing*, 71, 1, 71-81.

Sharma, Arun, Dhruv Grewal and Michael Levy (1995), "The Customer Satisfaction -- Logistics Interface," *Journal of Business Logistics*, 16, 2, 1-22 -- Lead Article.

Sharma, Arun and Dan Sarel (1995), "The Impact of Customer Satisfaction Based Incentive Systems on Salespeople's Customer Service Response: An Empirical Study," *Journal of Personal Selling and Sales Management*, 15, 3 (Summer), 1-12 -- Lead Article.

Lassar, Walfried, Banwari Mittal and Arun Sharma (1995), "Measuring Customer Based Brand Equity," *Journal of Consumer Marketing*, 12, 4, 11-19.

Sharma, Arun (1994), "Organizational Culture and Adoption of High-Technology Products," *Journal of Marketing Management*, Vol. 10, 513-26.

Sharma, Arun, and Douglas M. Lambert (1994), "How Accurate Are Salespersons' Perceptions of Their Customers?," *Industrial Marketing Management*, 23, 357-65.

Levy, Michael, and Arun Sharma (1994), "Adaptive Selling: The Role of Gender, Age,

Sales Experience and Education," *Journal of Business Research*, Vol. 31, 1, 39-47.

Levy, Michael, and Arun Sharma (1993), "Relationships Among Measures of Retail Salesperson Performance," *Journal of the Academy of Marketing Science*, Vol. 21, No. 3, 231-38.

Sharma, Arun, and Luis V. Dominguez (1992), "Channel Evolution: A Framework for Analysis," *Journal of the Academy of Marketing Science*, Vol. 20, No. 1, 1-15. -- Lead Article, Finalist for Sheth Award for Best Paper.

Sharma, Arun, and Douglas M. Lambert (1991), "Using Salespeople to Collect Customer Service Information," *International Journal of Physical Distribution and Logistics Management*, Vol. 21, No. 6, 27-31. -- Reprinted in a Compendium of Research in Customer Service, *International Journal of Physical Distribution and Logistics Management*, Vol. 24, No. 4, 1994, 50-58.

Grewal, Dhruv, and Arun Sharma (1991), "The Effect of Salesforce Behavior on Customer Satisfaction: An Interactive Framework," *Journal of Personal Selling and Sales Management*, Vol. 11, No. 3, Summer, 13-22. -- Abstract published in *The Selling Advantage*, Volume 4, May 1992, Bryn Mawr, PA: Progressive Business Publications, 1-2.

Sharma, Arun (1990), "The Persuasive Effect of Salesperson Credibility: Conceptual and Empirical Examination," *Journal of Personal Selling and Sales Management*, Vol. 10, No. 4, Fall, 71-80.

Lambert, Douglas M., Howard Marmorstein, and Arun Sharma (1990), "Industrial Salespeople as a Source of Market Information," *Industrial Marketing Management*, Vol. 19, No. 2, May, 141-48. -- Abstract published in *Agri Marketing*, Volume 28, Number 10, November/December 1990, Niles, IL: Century Communications Inc., 10.

Lambert, Douglas M., and Arun Sharma (1990), "A Customer-based Competitive Analysis for Logistics Decisions," *International Journal of Physical Distribution and Logistics Management*, Vol. 20, No. 1, 17-24.

Sharma, Arun, and Douglas M. Lambert (1990), "Segmentation of Markets Based on Customer Service," *International Journal of Physical Distribution and Logistics Management*, Vol. 20, No. 7, 19-27.

Lambert, Douglas M., Howard Marmorstein, and Arun Sharma (1990), "The Accuracy of Salespersons' Perceptions of their Customers: Conceptual Examination and an Empirical Study," *Journal of Personal Selling and Sales Management*, Vol. 10, No.1, Winter, 1-9 -

Lead Article.

19. Other Works, Publications and Abstracts:

Book Chapters

Grewal, Dhruv, Michael Levy, Anuj Mehrotra and Arun Sharma (2016), "Planning Merchandising Decisions to Account for Regional and Product Assortment Differences," in Joe Zhu (editor), *Data Envelopment Analysis; A Handbook of Empirical Studies and Application*, International Series in Operations Research and Management Science, Volume 238, Pages: 469-90, New York: Springer. Reprinted from *Journal of Retailing* (1999), 75, 3, 405-24.

Grewal, Dhruv, Gopalkrishnan R. Iyer, Wagner A. Kamakura, Anuj Mehrotra and Arun Sharma (2009), "Evaluation of Subsidiary Marketing Performance: Combining Process and Outcome Performance Metrics," in Joe Zhu (editor), *Data Envelopment Analysis; A Handbook of Empirical Studies and Application*, International Series in Operations Research and Management Science, Volume 238, Pages: 491-514, New York: Springer. Reprinted from *Journal of the Academy of Marketing Science* (2009) 37, 2, 117-129.

Jagdish Sheth and Arun Sharma (2015), "Orchestrating Human Capital in the Indian IT Service Market: From Entrepreneurial Management to Professional Management," in Ashish Malik and Chris Rowley (eds.), *Business Models and People Management in the Indian IT industry: From People to Profits*, Rutledge.

Sharma, Arun (2012), Emerging Transformations in the Business-To-Business Global Salesforce," *Business-to-Business Marketing Management: Strategies, Cases, and Solutions: Advances in Business Marketing & Purchasing*, Volume 18, Chapter 9, 217–242.

Sharma, Arun (2011), Mass Customization Strategy," in Jagdish N. Sheth and Naresh K. Malhotra (eds.), *Wiley International Encyclopedia of Marketing: Marketing Strategy*, Wiley: West Sussex, UK, 177-80.

Sharma, Arun (2008), "Seven Myths of Marketing," in *Cinquanta Lettere Dal Marketing*, Rone: La Societa del Marketing, 4.

Sheth, Jagdish N. and Arun Sharma (2007), "Relationship Management," in John T. Mentzer, Matthew B. Meyers and Theodore P. Stank (eds), *Handbook of Global Supply Chain Management*, Sage, 361-70.

Sheth, Jagdish N. and Arun Sharma (2007), "Evolution of the Sales Force in a Global Economy" in Olaf Plotner and Robert E. Spekman (eds.), *Bringing Technology to Market*, Wiley, 77-86.

Iyer, Gopalkrishnan, Arun Sharma and David Bejou (2006), "Developing Relationship Equity in International Markets," in David Bejou and Gopalkrishnan R. Iyer (eds.), *Capturing Customer Equity: Moving from Products to Customers*, Best Business Book, Haworth Press, 3-20. This chapter published the article that appeared in *Journal of Relationship Marketing* (2006).

Sharma, Arun (2006), "Strategies for Maximizing Customer Equity of Low Lifetime Value Customers," in David Bejou and Gopalkrishnan R. Iyer (eds.), *Capturing Customer Equity: Moving from Products to Customers*, Best Business Book, Haworth Press, 59-78. This chapter published the article that appeared in *Journal of Relationship Marketing* (2006).

Sheth, Jagdish N. and Arun Sharma (2004), "Behavioral Approaches to Industrial Marketing: Extant and Emerging Research," *Handbuch Industriegütermarketing – Strategien – Instrumente – Anwendungen*, Volume 1 (editors Klaus Backhaus and Markus Voeth), 3-20, Gabler Verlag (Wiesbaden, Germany).

Pillai, Kishore Gopalakrishna and Arun Sharma (2003), "The Survival of Internet-Based B2B Exchanges: The Critical Role of Relationships," in David Bejou and Gopalkrishnan R. Iyer (eds.), *Customer Relationship Management in Electronic Markets*, Best Business Book, Haworth Press, 53-67. This chapter published the article that appeared in *Journal of Relationship Marketing* (2003).

Abstracts Published in Refereed Conference Proceedings

Sharma, Arun and A. Parasuraman, "An Information Asymmetry Perspective on Personal Selling of Services: Research Propositions and Managerial Implications" in *New and Emerging paradigms: The Emerging Future of Marketing*, American Marketing Association, Services Marketing Conference in Dublin, Ireland, June 1997.

Sharma, Arun and Jagdish N. Sheth, "The Relationship Orientation of Firms: A Framework for Analysis," in *New and Emerging paradigms: The Emerging Future of Marketing*, American Marketing Association, Services Marketing Conference in Dublin, Ireland, June 1997.

Sharma, Arun and A. Parasuraman, "An Information Asymmetry Perspective on Personal Selling of Services: Research Propositions and Managerial Implications" presented at the

AMA Frontiers in Services Conference at Nashville, October 5-7, 1995.

Sharma, Arun and Dhruv Grewal, "The Customer Satisfaction -- Logistics Interface," in *Enhancing Knowledge Development in Marketing*, David W. Cravens and Peter R. Dickson (eds.), Volume 4, American Marketing Association: Chicago, 1993, 489-90.

Sharma, Arun, "Organizational Culture and Adoption of High-Technology Products," in *Marketing Theory and Applications*, Rajan Varadarajan and Bernard Jaworski (eds.), Volume 4, American Marketing Association: Chicago, 1993, 350.

Sharma, Arun, "International Marketing Strategies for Organization to Organization Marketing," in *International Marketing Strategies: West Asia*, Jagjit Singh (ed.) Institute of Management and Marketing: New Delhi, India, 1987, 103-4.

Other Publication

Sharma, Arun, "Book Review: Effective Human resource management in the Sales Force by Rene Y. Darmon," *Journal of the Academy of Marketing Science*, 22 (Winter), 86-88, 1994.

Sharma, Arun, "Organizational Culture and Adoption of Innovative Products: Implications for High-Technology Marketers," The Institute of Management Sciences, College on Innovation Management and Entrepreneurship, Paper Series, Volume 1, 1989.

Sharma, Arun, "Organizational Decision-Making as a Segmentation Base for Telecommunications Markets," Center for Telecommunications Management, University of Southern California: Los Angeles, Research Report No. 6, October 1988.

Sharma, Arun, "Organizational Decision Styles and Effective Sales Strategy," Sales Management, Volume 2, American Marketing Association, Harrison, N.Y: MGI Management Institute, 1988.

Sharma, Arun, "Book Review: Marketing High Technology by William H. Davidow," *High Technology Marketing Review*, Volume 1, 2, Summer 1987, 90-94.

PROFESSIONAL

21. Funded Research Performed: None

22. Editorial Responsibilities:

Associate Editor: *Journal of Business Research* (business-to-business section).

Senior Editor: *Decision Sciences* (2014-2017).

Editorial Review Board: *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, *Journal of Relationship Marketing* and *The Journal of Value Chain Management*.

Ad-hoc reviewer: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Omega: The International Journal of Management Science*, *Psychology and Marketing*, *International Business Review*, *Journal of Retailing and Consumer Service*.

Special issue co-editor (with Niladri Syam), 2018, for *Industrial Marketing Management*. The special issue emphasized the area of "Sales and Customer Development."

Special issue co-editor (with Kishore Pillai), 2003, for *Industrial Marketing Management*. The special issue emphasized the area of "Transactions versus Relationships."

Special issue co-editor (with Nikolas Tzokas), 2001, for *Journal of Marketing Management*. The special issue emphasized the area of "Sales Management and the Internet."

Special issue co-editor (with Professor Jagdish N. Sheth), 1998, for *Industrial Marketing Management*. The special issue emphasized the area of "Relationship Marketing."

Track Co-chair, 2006 Summer AMA Conference.

Co-editor (with Professor Anil Menon), for *Marketing Theory and Applications*, 1999 Winter Educators Conference, Chicago: American Marketing Association.

23. Professional and Honorary Organizations:

Member: American Marketing Association, 1985 - present.

Member: The Academy of Marketing Science, 1991 - present.

24. Honors and Awards:

Tapped into the Iron Arrow Honor Society, University of Miami, 2015.

Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, *Journal of Personal Selling and Sales Management*, Volume 30 (2010) for Sharma, Arun and Jagdish N. Sheth (2010), "A Framework of Technology Mediation in Consumer Selling: Implications for Firms and Sales Management," *Journal of Personal Selling and Sales Management*, 30, 2 (Spring), 121-29.

Best *Industrial Marketing Management* Paper Award for 2010 for Sharma, Arun, Gopalkrishnan R. Iyer, Anuj Mehrotra and R. Krishnan (2010), "Sustainability and Business-to-Business Marketing: A Framework and Implications," *Industrial Marketing Management*, 39, 2, 330-341.

2011 Davidson Honorable Mention Award for the Best Article in Volume 85 (2009) of the *Journal of Retailing* for Arnold, Todd J., Robert W. Palmatier, Dhruv Grewal and Arun Sharma (2009), "Understanding Retail Managers' Role in the Sales of Products Versus Services," *Journal of Retailing*, 85, 2, 129-44.

James M. Comer award for the Best Contribution to Selling and Sales Management Theory/Methodology published in JPSSM in 2007 for Sharma, Arun, Michael Levy and Heiner Evanschitzky (2007), "The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople: A Research Note," *Journal of Personal Selling and Sales Management*, 27, 2 (Spring), 169-81.

First Runner up for JBIM "Highly Commended Awards" for 2006 for Sharma, Arun (2006), "Success Factors in Key Accounts," *Journal of Business and Industrial Marketing*, 22, 3, 141-50.

2002 University of Miami Excellence in Teaching Award.

2006, 2002, 1998, 1994, 1990 Excellence in Teaching Award, School of Business Administration, University of Miami.

Conference Co-chair, 2001 Sheth Foundation AMA Doctoral Consortium.

Conference Co-chair, 1999 Winter AMA Conference.

Track Co-Chair, Summer AMA Educators' Conference, 2006.

2004, 1998, 1996 School of Business Research Excellence Award, University of Miami.

1998, 1995, 1994, 1992, 1991 and 1989 McLamore Award in Business and Social Sciences, University of Miami.

1995 Best reviewer Award, *Journal of Personal Selling and Sales Management*.

1988, 1993, 1994 School of Business Research Grants.

Thesis Research Grant of \$5000 from the Center of Telecommunication Management, University of Southern California, Los Angeles, California, 1987.

25. Post-Doctoral Fellowships: None

26. Other Professional Activities:

Presentations at Refereed Conferences

Sharma, Arun (2017), "Our Research on Solution Selling and the Buying Center," Sales Thought Leadership Conference, HEC Paris, France, May 30 to June 1.

Sharma, Arun (2011), "Entrepreneurship within Marketing Academia," presented at the Academy of Marketing Science, 40th Anniversary Conference, Coral Gables, Florida.

Sharma, Arun and Michael Levy, "Salespeople's Affect toward Customers: Why should it be Important for Retailers?" presented at the Retail Strategy and Consumer Decision Research Seminar held in Atlanta on October 26 - 27, 1999 in conjunction with the 1999 Annual Society of Marketing Advancement meeting.

Sharma, Arun, "Retail Salesperson Cues and Consumer Decision Making: Implications for Retailing" presented at the Retail Strategy and Consumer Decision Research Seminar held in New Orleans on November 4-7, 1998 in conjunction with the 1998 Annual Society of Marketing Advancement meeting.

Sharma, Arun and Thomas Stafford, "The Effect of Retail Atmospherics on Customers' Perceptions of Salespeople and Customer Persuasion: An Empirical Investigation," presented at the Symposium on Retail and Service Environment Atmospherics Research held in Montreal on October 23-25, 1997

Sharma, Arun and A. Parasuraman, "An Information Asymmetry Perspective on Personal Selling of Services: Research Propositions and Managerial Implications" presented at the *American marketing Association, Services Marketing Conference* in Dublin, Ireland, June 1997 (Abstract was published and is described in section 19).

Sharma, Arun and Jagdish N. Sheth, "The Relationship Orientation of Firms: A Framework for Analysis," presented at the *American Marketing Association, Services Marketing Conference* in Dublin, Ireland, June 1997 (Abstract was published and is described in section 19).

Sharma, Arun and A. Parasuraman, "Effects of Perceived Information Asymmetry on Buyers' Choice Behavior" presented at *American Marketing Association Winter Educators' Conference*, 1996 (Abstract was published and is described in section 19).

Grewal, Dhruv, Anuj Mehrotra, and Arun Sharma, "Classification of Retail Outlets Based Upon Efficiency," presented at *American Marketing Association Winter Educators' Conference*, 1996.

Sharma, Arun and A. Parasuraman, "An Information Asymmetry Perspective on Personal Selling of Services: Research Propositions and Managerial Implications," presented at the *AMA Frontiers in Services Conference* at Nashville, October 5-7, 1995.

Sarel, Dan and Arun Sharma, "Linking Employee Compensation to Customer Satisfaction: An Exploratory Study," presented at the *AMA Frontiers in Services Conference* at Nashville, October 21-23, 1993.

Sharma, Arun, and Dhruv Grewal, "The Customer Satisfaction -- Logistics Interface," presented at the 1993 American Marketing Associations Summer Educators Conference, 1993 (Abstract was published and is described in section 19).

Sharma, Arun, "Organizational Culture and Adoption of High Technology Products," presented at the 1993 American Marketing Associations Winter Educators Conference, 1993 (Abstract was published and is described in section 19).

Sharma, Arun and Douglas M. Lambert, "Sales Performance and the Accuracy of Salespersons' Perceptions," presented at the 1991 American Marketing Association Winter Educators Conference, 1991.

Sharma, Arun, "Economic Development and Channel Levels: A Framework for Analysis," Thirteenth Annual Macromarketing Conference, San Jose, California, 1988.

Sharma, Arun, "International Marketing Strategies for Organization Marketing," presented at the International Marketing Conference, New Delhi, India, 1987 (Abstract was published and is described in section 19).

Other Presentations

Sharma, Arun, "The ROV Model and Implication for Salesforce," Sales Leadership Conference, Selling Power, Mandarin Oriental Hotel, Miami, November 9, 2009.

Panel Member on MSI Conference on Customer Insights For Innovation, UNiveristy of Miami, June 19, 2009

Sharma, Arun, "Inter-Organizational Innovation Management," at the CORS/TIMS/ORSA annual meeting, May 12-15, Nashville, 1991.

Sharma, Arun, "Innovation Management in the Inter-Organizational Content: Lessons from Organizational Buying," at the CORS/TIMS/ORSA annual meeting, May 7-9, Las Vegas, 1990.

Sharma, Arun, "The Impact of Entrepreneurial Decision-Making on the Adoption of High Technology Products," at CORS/TIMS/ORSA annual meeting, May 8-10, Vancouver, 1989.

Sharma, Arun, "Customer Buying Styles and Sales Strategy," at the Third Annual School of Sale Management, American Marketing Association, Tempe, Arizona, 1988.

Sharma, Arun, "Organizational Decision Making and Sales Strategy," at the Second Annual School of Sales Management, American Marketing Association, Tempe, Arizona, 1987.

Professional Service

Track Chair, AMA Winter Educators Conference, Austin, TX, 1998.

Chairman, Personal Selling Session, American Marketing Association Summer Educators' Conference, 1997.

Chairman, Services Session, American Marketing Association Summer Educators' Conference, 1996.

Chairman, Logistics Session, American Marketing Association Summer Educators' Conference, 1996.

Co-chairman, Personal Services of Services Session, American Marketing Association Summer Educators' Conference, 1996.

Co-chairman, Personal Services of Services Session, American Marketing Association Winter Educators' Conference, 1996.

Co-chairman, Data Envelopment Analysis, American Marketing Association Winter Educators' Conference, 1996.

Chairman, SIG Track, American Marketing Association Summer Educators' Conference, 1995.

Chairman, Services Marketing Track, American Marketing Association Winter Educators' Conference, 1995.

Chairman, Services Marketing Track, American Marketing Association Winter Educators' Conference, 1994.

Chairman, Relationship Marketing Track, American Marketing Association Summer Educators' Conference, 1993.

Chairman, Global Logistics Track, American Marketing Association Summer Educators' Conference, 1993.

Chairman, Buyer Behavior Track, American Marketing Association Winter Educators' Conference, 1993.

Chairman, Services Marketing Track, American Marketing Association Summer Educators' Conference, 1992.

Chairperson, Relationship Selling and Sales Management, 1992 AMA Twelfth Faculty Consortium, Memphis, 1992.

Chairman and Discussant, Services Marketing Track, American Marketing Association Winter Educators' Conference, 1992.

Chairman, Services Marketing Session, AMS Annual Conference, 1993.

Track Chair (Placement), 1993 AMS Conference.

Discussant, Marketing Management Track, American Marketing Association Summer

Educators' Conference, 1991.

Discussant, Services Marketing Track, American Marketing Association Summer Educators' Conference, 1991.

Panel Member on "The Role of Technology Transfer in Managing Technology," at the CORS/TIMS/ORSA annual meeting, May 12-15, Nashville, 1991.

Discussant, Marketing Management Track, American Marketing Association Winter Educators' Conference, 1991.

Chairman, Session on Innovation Management at the CORS/TIMS/ORSA annual meeting, May 7-9, Las Vegas, 1990.

Chairman, Best Paper Selection Committee, Innovation and Entrepreneurship Institute, TIMS/ORSA, 1990.

Reviewer: 1993 AMS Annual Conference, Best Dissertation Award.

Reviewer: Fourth International Conference on Marketing and Development.

Reviewer: 1988 to 1999 AMA Educators' Conferences

Reviewer: 1988 to 1999 1995 AMS Conference.

TEACHING

27. Teaching Awards Received:

Cesarano Teaching Leadership Award 2015.

RMBA Excellence in Teaching Award, School of Business Administration, University of Miami, 2015.

Excellence in Teaching Award, School of Business Administration, University of Miami, 2006.

2002 University of Miami Excellence in Teaching Award.

Excellence in Teaching Award, School of Business Administration, University of Miami,

2002.

Award for Excellence in Teaching, University of Miami Executive MBA program, 1998
International Business Class.

Excellence in Teaching Award, School of Business Administration, University of Miami,
1998.

Excellence in Teaching Award, School of Business Administration, University of Miami,
1994.

Excellence in Teaching Award, School of Business Administration, University of Miami,
1990.

28. Teaching Specialization (Note briefly courses taught, new courses developed, innovative and experimental teaching etc.):

Courses Taught - Graduate

MKT 640	Principles of Marketing
MKT 650	Strategic Marketing
MKT 660	Foundations of Marketing Management
MKT 661	Marketing Research
MKT 663	Business to Business Marketing
MKT 665	International Marketing
MKT 668	Sales Management
MKT 698	Marketing of New and Innovative Products
MKT 698	Current Issues in Global Marketing
MGT 698	Marketing for High-Technology Organizations

Courses Taught - Undergraduate

MKT 301	Marketing Foundations
MKT302	Marketing Research and Analysis
MKT 349	Sales Force Management
MKT 360	International Marketing
MKT 469	International Marketing Management

Courses Developed

MKT 650	Strategic Marketing
MKT 663	Business to Business Marketing
MKT 668	Sales Management
MKT 665	International Marketing for the Executive MBA class
MKT 698	Marketing of High-technology Products for both the intersession and the IBM Masters of Technology program.
MKT 698	Current Issues in Global Marketing
ESP 603	Cross Cultural Skills for the MBA enhancement program.

Courses Revised and Updated

MKT 349	Sales Force Management
MKT 469	International Marketing Management
MKT 665	International Marketing
MKT 660	Foundations of Marketing Management for the Airport MBA program.
MKT 661	Marketing Research for the Masters in Quality Program.

29. Thesis and Dissertation Advising:

Committee Member for Student: Bert Paesbrugghe, Chair: Deva Rangarajan, Marketing Department, Graduated 2017, Currently Assistant Professor of Sales Management at IÉSEG School of Management, Paris.

SERVICE

30. University Committee and Administrative Responsibilities:

School Level

University of Miami, Vice Dean for Executive Education, Miami Business School, December 2017 to present.

University of Miami, Vice Dean for Graduate Programs and Executive Education, Miami Business School, Summer 2016 to Summer 2017.

Executive Director, JAE Leadership Institute, Fall 2010 to Fall 2014.
Member, School Council (Fall 2014 to present)

Vice Dean, Strategic Initiatives, February 2008 to May 2009.

Member, Dean's Advisory Committee on Promotion and Tenure, 2004 and 2005, 2009 to present.

Undergraduate Curriculum Coordinator (1994-2002)

Member, School Council (1991-92)

Member, Undergraduate Curriculum Assessment Committee (August 1991 to May 1992).

Member Student Task Force Committee (1989-90)

Member, Teaching Effectiveness Committee (1991).

Member, Teaching Award Committee (1992).

Department Level

Chairman, Department of Marketing, Summer 2000 to 2004; 2006 to 2009.

Faculty Co-advisor Marketing Club (1988-92).

University Level

Faculty Senate Member, Fall 2014 to present.

Provost Research Award Evaluation Committee (2013 to present)

Member IRB, Fall 2003 to Fall 2006.

Faculty Senate Member, Fall 2005 to 2007.

Chair, Provost Research Award for Business, 2009 to present.

31. Community Activities:

Presentation at Indo US Chamber of Commerce of South Florida, April 23, 2009.

Presentation at Arts Marketing Project, Miami on April 28, 2009.

Presentation of “Customized Marketing” to Citizens Board meeting at the University of Miami on March 6, 1997.

Member, United Way Marketing Committee, 1996 to 2007.

Helped Miami Art Museum develop marketing plans.

Interviewed on Channel 6, Miami Herald, Miami Today, Kansas City Star and Orlando Sentinel.

Media Mention (since 2009)

Interview on the Automobile Industry – “This Week In South Florida” -- 11:30am LIVE/WPLG-TV Channel 10, June 7, 2009.

Interview on Marketing by Dolphins – “The Dolphins Acquire Some Glamour,” by Judy Battista, *New York Times*, August 20, 2009.

Interview on Marketing by Dolphins – “Glitz, glamour of Dolphins' owners bring NFL to new fans,” by Tom Pedulla, *USA Today*, October 14, 2009.

Interview on the Future of Newspaper Industry – WLRN and National NPR, December 4 and 5, 2009.

Interview on “Wedding Watch,” (Royal Wedding) The Miami Herald, April 24, 2011.

Interview on “Women's leadership Stands Out,” The Miami Herald, May 11, 2011. Reprinted by Kansas City Star, Pittsburg Post Gazette, Gulf Coast Business Review, Lansing State Journal and The Republic.

Interview on “South Florida's Top Women Business Leaders Optimistic,” Sun Sentinel, May 17, 2011. Reprinted by Orlando Sentinel.

Interview on “Spirit Airways,” The Miami Herald, June 8, 2011. Reprinted by The Post and Courier and The Bellingham Herald.

Interview on “10 Things Shopping Malls Won't Tell You,” *Wall Street Journal Sunday Edition*. July 2, 2011, Smart Money, June 26, 2011.

Research quoted in “Looking for “Superstars” in all the Wrong Places,” (November 29,

2011), by Howard Stevens, Chairman and CEO of Chally Group Worldwide in *Electronic Recruiting News* -- <http://www.interbiznet.com/ern/archives/111129.html>.

The Miami Herald – September 20, 2012 – An article about the city of Miami seeking to sell licensing rights for an official sunscreen of South Beach -- such deals work only when the product and the brand are complimentary.

<http://www.miamiherald.com/2012/09/19/3010969/miami-beach-officials-mull-licensing.html>. CBS4 Miami also published the article:

<http://miami.cbslocal.com/2012/09/20/coming-soon-an-official-sunscreen-for-south-beach/>

Interview on “Rum Plays up, Ignores Roots,” (April 19, 2013), *The Miami Herald*, AP story at <http://bigstory.ap.org/article/rum-plays-and-ignores-its-caribbean-roots>.

Interview on “Network Marketing” (July 18, 2013): “Network Marketing ¿el camino a la libertad financiera?” *America Economica*, --

<http://mba.americaeconomia.com/articulos/reportajes/network-marketing-el-camino-la-libertad-financiera>.

Interview on “Twitter Extends Ad Platform for Small Businesses” (November 14, 2013), *Wall Street Journal*, <http://blogs.wsj.com/digits/2013/11/14/twitter-extends-ad-platform-for-small-businesses/>.

Interview on “Loyalty Programs” (May 5, 2014): “Programas de lealtad: el centro es el cliente,” *America Economica*, --

<http://mba.americaeconomia.com/articulos/reportajes/programas-de-lealtad-el-centro-es-el-cliente>.

Interview on “Condo.com leverages lucrative niche to become a market leader,” (August 24, 2014), *The Miami Herald*, <http://www.miamiherald.com/news/business/biz-monday/article1981267.html>.

Interview on Hispanic Consumers (December 12, 2014), WLRN --

<http://wlrn.org/post/does-hispanic-consumer-taxpayer-strength-help-immigration-reform>; Fox News Latino -- <http://latino.foxnews.com/latino/news/2014/12/12/latino-households-account-for-over-20-pct-economy-in-texas-california/>; Voxxi -- <http://voxxi.com/2014/12/businesses-pay-attention-hispanics/>.

Interview on “Art Fair Energizes Economy of Region,” (December 4, 2014), *The New York Times*, <http://www.nytimes.com/2014/12/04/arts/international/art-fair-energizes-economy-of-region.html>.

Quoted in “The Coming Democratization of Contemporary Art,” (December 9, 2014), *The Atlantic*, <http://www.theatlantic.com/entertainment/archive/2014/12/art-basel/383566/>.