**Expert Opinion Letter (Confidential)**

Analysis of Positional Requirements for National Interest Waiver

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 Professor, Management, Marketing, and Information Systems  
 Sam Houston State University, Huntsville, TX

**EDUCATION**

* **Ph.D**. (May 1999), University of North Texas (UNT), Denton, TX   
  Graduated with a Doctorate of Philosophy degree in Business Administration

Major: *Marketing*; Minor: *Management Science*  
 Completed course work for a Doctorate of Philosophy degree in Business Administration   
 Major: *Management Science*;Minor: *Research Methods*

* **M.S.** (December 1993), University of North Texas (UNT), Denton, TX   
  Graduated with a Master of Science degree in Interdisciplinary Studies   
   Major: *Management Science*;Minors: *Economics* and *Education*
* **M.B.A.** (May 1989), Angelo State University (ASU), San Angelo, TX   
  Graduated with a Master of Business Administration degree

Major: *Management*;Minor: *Information Systems*

* **B.S.** (May 1987), Angelo State University (ASU), San Angelo, TX   
  Graduated with a Bachelor of Science degree

Major: *Mathematics*;Minors: *Computer Science*, *Physics*, and *Business Administration*

**USA ACADEMIC EXPERIENCE**

* **Sam Houston State University (SHSU), Huntsville, TX**

Department of Management, Marketing, and Information Systems

*Professor* (2008 – present), *Associate Professor* (2002-08) and *Assistant Professor* (1997-02). Received tenure in 2002.

* **University of Texas of the Permian Basin (UTPB), Odessa, TX**

School of Business

*Lecturer* (1994-1997)

* **University of North Texas (UNT), Denton, TX**

Department of Marketing

*Teaching Fellow* (1992-1994) and *Teaching Assistant* (1991-1994)  
 Department of Business Computer Information Systems

*Teaching Fellow* (1990-1992) and *Teaching Assistant* (1992-1994)

* **University of Texas (UTSA), San Antonio, TX**

Division of Mathematics, Computer Science, and Statistics

*Research Assistant* (1989-1990)

* **Angelo State University (ASU), San Angelo, TX**

Division of Adult and Continuing Education

*Instructor* (1988-1989)  
 Mathematics Department

*Graduate Assistant* (1987-1989), *Math & Microcomputer Lab Assistant* (1984-1987)

**INTERNATIONAL ACADEMIC EXPERIENCE**

* **Kazakhstan Institute of Management, Economic, & Strategic Research, Almaty, Kazakhstan**

Taught courses to both undergraduate and graduate students

* **La Universidad Iberoamericana, Puebla, Mexico**

Taught courses to business students from both USA and Mexico

**NATIONAL/INTERNATIONAL SEMINARS CONDUCTED**

* Invited speaker at *Apeejay University*, **Sona, India**on “The Institutionalization of Academic Community Engagement (ACE): A Viable Pedagogy for Apeejay Stya University”
* Invited speaker at Faculty Colloquium Series at the *Indian Institute of Technology,* **New Delhi, India**on “My Personal Journey as an Entrepreneur in USA”
* Invited speaker at Faculty Colloquium Series at *Apajee Institute of Management,* **New Delhi, India**on “Academic Community Engagement (ACE): A Viable Pedagogy for Business Education”
* Invited speaker at Faculty Research Seminar at the *Kendal College,* **Chicago, IL**on “Misuse and abuse of GIS Technologies”
* Invited speaker at Faculty Research Seminar at the *Kazakhstan Institute of Management, Economic, and Strategic Research*, **Almaty, Kazakhstan** on “Business Application of Geographic Information Systems”
* Invited speaker at Faculty Colloquium Series at the *University of Southern Queensland*, **Toowoomba, Australia** on “Application of Geographic Information Systems in Business”
* Conducted a two-day Executive Development Seminar at **Singapore** for the *Marketing Institute of Singapore* on “E-commerce and Internet Marketing”

**CONSULTING**

* *Proeats, LLC DBA Taco Bell* (2008-present), Owners - Sanjay S. and Gurinderjit B. Mehta, Planning, Implementing, and Controlling the daily operations and strategic direction of a Chain of Taco Bell Restaurants in and around Orlando FL.
* *Mehta & Associated* (2000-present), Owner – Sanjay S. Mehta, providing consulting services to small and medium enterprises in Strategy Development.
* *Kavanaugh & Associates* (2010-19), Owner - Joseph Kavanaugh, assisted in the analysis of an Organizational Environment Survey and the Denison Organizational Culture Survey for the *City of Houston* Building Services Employees. Assisted in the analysis of the Denison Organizational Culture Survey for *Bridgeway Software* (a private organization that writes software for lawyer offices and DOL). Assisted in the analysis of the Denison Organizational Culture Survey for *Stress Engineering* (a firm that specializes in field services within the oil industry).
* Founding Board Member of the *Montgomery Youth Soccer Club* (2007-09), a non-profit organization in Montgomery TX.
* Business Plan Development (1999-2000), *IndiaConnection.Com*, CEO - Sanjay K. Khurana. An e-Commerce business for Asian Indians around the world. Primary purpose was to seek seed money from venture capitalist.
* Image and customer satisfaction study (1996-97), *Kent Kwik Convenience stores and AVIS Lube centers*, Owner - Bill Kent.

**ACADEMIC HONORS**

* *Sam Houston State University David Payne Excellence in Community Engagement Award (2016)*.
* Federation of Business Disciplines Outstanding Educators Award (2016), *Association of Collegiate Marketing Educators Conference*.
* Teaching Excellence Award (2015), *Marketing Management Association*.
* Outstanding Faculty Contributions to Service-Learning Instruction in Higher Education (2015), *Gulf South Summit*.
* *Sam Houston State University Excellence in Research Award* (2004).
* Listed in *Who’s Who in Business Higher Education* (2003)
* Allied Academics *Distinguished Research Awards* (2000) & (2002)
* Listed in *Who's Who Among America’s Teachers* (1998), (2002), (2004), and (2005)
* The Management Science Academic Excellence Award (1991)

**REVIEWER/EXAMINER**

* **Review Portfolio for Marketing Faculty seeking promotion to Full Professor at:**

The University of Texas, Tyler TX

Texas State University, San Marcos, TX

Lamar University, Beaumont, TX

* **Examiner for Ph.D. dissertations at:**

Central Queensland University, Rockhampton, Australia.

Macquarie University, Sydney, Australia.

University of South Australia, Adelaide, Australia

University of Mauritius, Réduit, Republic of Mauritius.

The University of Newcastle, Callaghan, Australia.

University of Southern Queensland, Toowoomba, Australia.

* **Reviewer for Academic Journals**

Journal of Business Strategies

Journal of Business and Entrepreneurship

Journal of International Business and Entrepreneurship Development

International Journal of Internet Marketing and Advertising

Journal of International Business Research

International Journal of Electronic Business

Journal of Business and Entrepreneurship

Federation of Business Decisions Journal

Journal of Developing Areas

Journal of Business Research

Journal of Global Business Advancements

Journal of Asian Marketing

Journal of Retailing and Consumer Services

Benchmarking: An International Journal

International Journal of Sports Marketing & Sponsorship

Journal of Marketing Channels

I certify under penalty of perjury that I have earned a Doctorate of Philosophy degree in Business Administration from The University of North Texas in Denton, TX. Additionally, I have a Master of Science degree in Interdisciplinary Studies from The University of North Texas in Denton, TX, a Master of Business Administration degree in Management from Angelo State University, San Angelo, TX, and a Bachelor of Science degree in Mathematics from Angelo State University, San Angelo, TX.

I am a progressive academic leader with a strong consulting background and significant experience in both domestic and international higher education. According to Google Scholar, 100+ scholars have cited my research 1,300+ times. I have conducted numerous workshops/seminars, evaluate Ph.D. dissertations, reviewed articles for journals, organized conferences, and participated in study abroad programs. To date, I have published 50 journal articles, 5 book chapters, 3 case studies, reviewed and contributed to 20 textbooks, and made 173 presentations at conferences.

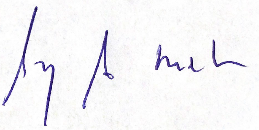
At the University, I have served as chair/member of the marketing curriculum committee, faculty search committee, college accreditation committee, engaged scholar committee, department tenure and promotion committee, and critical thinking committee. Additionally, I am a mentor and advisor to over a dozen students each semester.

With over three decades of academic experience, I have taught a variety of courses in several disciplines. These include Introductory Marketing, Marketing Research, Marketing Strategy, E-Marketing, International Marketing, Logistics Management, Sports Marketing, Promotion, Retail Management, Channel Management, Sales Management, Marketing Management, Management Science, Statistics, Business Mathematics, Entrepreneurship, etc.

As an evaluator, I am responsible for reviewing academic and experiential qualifications that form part of a candidate's evaluation report, providing a detailed analysis of the academic background and occupational experience that a person has received either inside or outside the United States.

I have gained a thorough understanding of how to analyze, assess, and characterize job duties, responsibilities, qualifications, and competence from my academic and consulting experience. I am thus qualified to express an opinion regarding the degree and significance of **XXX's** aptitude and to assess whether it would be suitable to award him a *National Interest Waiver*.

Sincerely,



Sanjay S. Mehta, Ph.D.

Professor, Management, Marketing, and Information Systems

Sam Houston State University