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### **Current employment**

H.J. Zoffer Chair in Sustainability and Ethics, Professor of Marketing and Management, Joseph M. Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, Pennsylvania, September 2017–present

### **Education**

PhD in Marketing, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1993.

MA, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1990.

MBA (majored in Marketing Management), Indian Institute of Management, Ahmedabad, India, 1984.

BA in Economics with Honors (summa cum laude), St. Stephens College, Delhi, India, 1982.

### **Past employment**

Full Professor, Professor of Marketing and Founding Director of the Center for Sustainable Business, ESMT European School of Management and Technology, Berlin, Germany, September 2009–September 2017

Pietro Ferrero Chair in Sustainability, ESMT European School of Management and Technology in Berlin, Germany, 2014-2017.

E.ON Chair in Corporate Social Responsibility, ESMT European School of Management and Technology in Berlin, Germany, 2009-2014

Dean of International Relations, ESMT European School of Management and Technology in Berlin, Germany, 2010-2014.

Everett Lord Distinguished Faculty Scholar and Professor of Marketing, School of Management, Boston University, Boston, Massachusetts, USA, September 2008–2010.

Associate Professor of Marketing, Boston University; School of Management, Boston, Massachusetts, USA, September 1998–August 2008 (tenured 2002).

Assistant Professor, Goizueta Business School, Emory University, Atlanta, Georgia, USA, September 1992–August 1998.

Research and Teaching Assistant, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1987–1990.

Product Manager, Reckitt Benckiser plc, 1984–1987.

### **Honors and awards**

Excellence in Teaching award in MBA Programs at Katz Graduate School of Business, University of Pittsburgh from 2018-19.

Distinguished Professor of the Year award in Executive MBA Programs at Katz Graduate School of Business, University of Pittsburgh, 2018.

Excellence in Teaching award in MBA Programs at Katz Graduate School of Business, University of Pittsburgh from 2017-18.

“Corporate social responsibility, customer satisfaction and market value”, lead article in Journal of Marketing, honored as Google Scholar Top Cited article from 2006.

“The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment”, article in the Journal of the Academy of Marketing Science, honored as Google Scholar Top Cited article from 2006.

Selected as a Web of Science Highly Cited Researcher by Thomson Reuters in September 2016.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Executive MBA Program in April 2016.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Executive MBA Program in March 2014.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Full-time MBA Program in December 2013.

MARCON 2012 Best Paper Award from the Indian Institute of Management in Calcutta, January 2013 (“Corporate social responsibility and the customer orientation of frontline employees”).

Top spots in the Handelsblatt Business Administration Ranking 2012 (based on publications in A+ journals): 10th in the category Top 100 current researchers and 14th in the category Top 250 researchers – lifetime work.

Emerald Management Reviews 2012 Citation of Excellence Award, July 2012 (Using corporate social responsibility to win the war for talent. Sloan Management Review 49(2): 37–44).

“Does doing good always lead to doing better? Consumer reactions to corporate social responsibility”, 3rd most cited article in Journal of Marketing Research between 2000 and 2010.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Full-time MBA Program in December 2011.

“Leveraging Corporate Responsibility” awarded “Book of the month” by The Grapevine Magazine, December 2011.

Awarded the President's Honor Roll of Teaching Excellence in the ESMT Executive MBA Program in March 2011.

American Marketing Association Doctoral Consortium Speaker, June 2011.

Awarded first and third place in Network for Business Sustainability CSR Research Ranking, January 2011.

Named Professor of the Week by Financial Times Lexicon, November 2010.

"Beyond the Marketing Mix: Competing Through Corporate Social Initiatives" was honored as the Best Paper in the Social and Public Policy Track, at the 2010 Summer Marketing Educators' Conference.

Association for Consumer Research Doctoral Consortium Speaker, October 2009.

Everett Lord Distinguished Faculty Scholar, Boston University, School of Management, Boston, Massachusetts, USA, 2008–2010.

Finalist, Faculty Pioneer Awards, The Aspen Institute, Washington, DC, USA, 2007.

Dean's Research Fellow, Boston University, School of Management, School of Management, Boston, Massachusetts, USA, September 2007–2009.

Faculty Director, "Stakeholder Marketing Consortium." Elected by Aspen Institute's Business and Society Program, 2007.

Broderick Prize for Excellence in Research (Selected by the Faculty of the School of Management), Boston University, School of Management, Boston, Massachusetts, USA, 2001.

William Novelli Best Paper Award, Innovations in Social Marketing Conference, Boston, Massachusetts, USA 1997.

Emory University Teaching Initiative, \$10,000 awarded for development of new marketing elective, "Marketing Social Change," 1997.

Listed among Outstanding Faculty, Goizueta Business School, Emory University, in Business Week's Guide to The Best Business Schools (1997 and 1998).

Caldwell Fellow, \$12,000 research support provided by Emory University, Atlanta, Georgia, USA, 1996.

Exceptional Scholar Award, Emory University, Atlanta, Georgia, USA, 1996.

The Emory Williams Distinguished Teaching Award. Highest teaching award conferred by Emory University, Atlanta, Georgia, USA, 1995.

Research Fellowship, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, 1990–1992.

### **Journal publications (28,000+ citations per Google Scholar)**

Baskentli, S., Sen, S., Du, S., Bhattacharya, CB (2019). Consumer Reactions to Corporate Social Responsibility: The Role of CSR Domains. *Journal of Business Research*, 95, 502-513.

Bhattacharya, CB (2018). How to Make Sustainability Every Employee's Responsibility. *Harvard Business Review*. <https://hbr.org/2018/02/how-to-make-sustainability-every-employees-responsibility>.

- Du, S., Yu, K., Bhattacharya, CB, and Sen, S. (2017). The Business Case for Sustainability Reporting: Evidence from Stock Market Reactions. *Journal of Public Policy & Marketing*, 36(2), 313-330.
- Bhattacharya, CB, and Polman P. (2017). Sustainability lessons from the front lines. *Sloan Management Review* 58(2): 71-78.
- Polman, P., and Bhattacharya, CB (2016). Engaging employees to create a sustainable business. *Stanford Social Innovation Review* 14(4): 34-39.
- Korschun, D., Bhattacharya, CB and Swain, S.D. (2016). CSR and the frontline context: How social programs improve customer service. *GfK Marketing Intelligence Review* 8(1): 24–29.
- Sen, S., Du, S., and Bhattacharya, CB (2016). Corporate social responsibility: A consumer psychology perspective. *Current Opinion in Psychology* 10: 70-75.
- Bhattacharya, CB (2015). Stakeholder-centricity a precondition to managing sustainability successfully. *Global Policy Journal* 6(4): 483-485.
- Du, S., Bhattacharya, CB and Sen, S. (2015). Corporate social responsibility, multi-faceted job-products, and employee outcomes. *Journal of Business Ethics* 131(2): 319-335.
- Sen, S., A. R. Johnson, Bhattacharya, CB, and Wang, J. (2015). Identification and Attachment in Consumer-Brand Relationships. *Review of Marketing Research* 12: 151-174.
- Janssen, C., Sen, S. and Bhattacharya, CB (2015). Corporate crises in the age of corporate social responsibility *Business Horizons* 58(2): 183–192.
- Irmak, C., Bhattacharya, CB, and Sen S. (2015). Consumer reactions to business-nonprofit alliances: Who benefits and when? *Marketing Letters* 26(1): 29–42.
- Korschun, D., Bhattacharya, CB, and Swain, S. D. (2014). Corporate social responsibility, customer orientation, and the job performance of frontline employees. *Journal of Marketing* 78(3): 20–37.
- Du, S., Bhattacharya, CB, and Sen, S. (2011). Corporate social responsibility and competitive advantage: Overcoming the trust barrier. *Management Science* 57(9): 1528–1545.
- Hildebrand, D., Sen, S. and Bhattacharya, CB (2011). Corporate social responsibility: A corporate marketing perspective. *European Journal of Marketing* 45(9/10): 1353–1364.
- Iyer, E.S., and Bhattacharya, CB (2011). Marketing and society: Preface to special section on volunteerism, price assurances, and direct-to-consumer advertising. *Journal of Business Research* 64(1): 59-60.
- Smith, N.C., Palazzo, G. and Bhattacharya, CB (2010). Marketing's consequences: Stakeholder marketing and supply chain CSR issues. *Business Ethics Quarterly* 20(4): 617–641.
- Du, S., Bhattacharya, CB, and Sen, S. (2010). Maximizing business returns to corporate social responsibility: The role of corporate social responsibility communication. *International Journal of Management Reviews* 12(1): 8–19.
- Bhattacharya, CB (2010). Introduction to the special section on stakeholder marketing. *Journal of Public Policy and Marketing* 29(1): 1–3.
- Luo, X., and Bhattacharya, CB (2009). The debate over doing good: Corporate social performance, strategic marketing levers, and firm-idiosyncratic risk. *Journal of Marketing* 73(6): 198–213.

- Bhattacharya, CB, Korschun, D., and Sen, S. (2009). Strengthening stakeholder-company relationships through mutually beneficial corporate social responsibility initiatives. *Journal of Business Ethics* 85(2): 257–272.
- Bhattacharya, CB, and Korschun, D. (2008). Stakeholder marketing: beyond the four p's and the customer. *Journal of Public Policy and Marketing* 27(1): 113–116.
- Du, S., Sen, S., and Bhattacharya, CB (2008). Exploring the social and business returns of a corporate oral health initiative aimed at disadvantaged hispanic families. *Journal of Consumer Research* 35(3): 483–494.
- Bhattacharya, CB, Sen, S., and Korschun, D. (2008). Using corporate social responsibility to win the war for talent. *Sloan Management Review* 49(2): 37–44 (Emerald Management Reviews 2012 Citation of Excellence Award).
- Du, S., Bhattacharya, CB and Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing* 24(3): 224–241.
- Luo, X., and Bhattacharya, CB (2006). Corporate social responsibility, customer satisfaction and market value. *Journal of Marketing* 70(4): 1–18 (lead article).
- Sen, S., Bhattacharya, CB, and Korschun, D. (2006). The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing Science* 34(2): 158–166.
- Ahearne, M., Bhattacharya, CB, and Gruen, T. (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology* 90(3): 574–585.
- Bhattacharya, CB, and Sen, S. (2004). Doing better at doing good: When, why and how consumers respond to corporate social initiatives. *California Management Review* 47(1): 9–24. (Reprinted in *Corporate social responsibility*, ed. A. Crane and D. Matten. Sage Publications).
- Bhattacharya, CB, Smith, N.C. and Vogel, D. (2004). Integrating social responsibility and marketing strategy: An introduction. *California Management Review* 47(1): 6–8.
- Bhattacharya, CB, and Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing* 67(2): 76–88.
- Ambler, T., Bhattacharya, CB, Edell, J., Keller, K.L., Lemon, K.N. and Mittal, V. (2002). Relating brand and customer perspectives on marketing management. *Journal of Service Research* 5(1): 13–25.
- Bhattacharya, CB, and Elsbach, K.D. (2002). Us versus them: The role of organizational identification and disidentification in social marketing initiatives. *Journal of Public Policy and Marketing* 21(1): 26–36.
- Elsbach, K.D., and Bhattacharya, CB (2001). Defining who you are by what you're not: Organizational disidentification and The National Rifle Association. *Organization Science* 12(4): 393–413 (lead article).
- Sen, S., and Bhattacharya, CB (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research* 38(2): 225–243 (3rd most cited article in *Journal of Marketing Research* between 2000 and 2010).
- Bhattacharya, CB, and S. Morris (2001). Introduction and overview of the seventh annual innovations in social marketing conference. *Social Marketing Quarterly* 7(3): 6–7

Bhattacharya, CB (1998). When customers are members: Customer retention in paid membership contexts. *Journal of the Academy of Marketing Science* 26(1): 31–44.

Bhattacharya, CB (1997). Is your brand's loyalty too much, too little, or just right?: Explaining deviations in loyalty from the Dirichlet norm. *International Journal of Research in Marketing* 14(5): 421–435.

Bhattacharya, CB, P.S. Fader, L.M. Lodish, and DeSarbo, W.S. (1996). The relationship between the marketing mix and share of category requirements. *Marketing Letters* 7(1): 5–18 (lead article).

Bhattacharya, CB, and Sheth, J.N. (1996). Instilling social responsibility through marketing research field projects. *Marketing Education Review* 6(2): 23–31.

Glynn, M.A., Bhattacharya, CB, and Rao, H. (1996). Art museum membership and cultural distinction: Relating members' perceptions of prestige to benefit usage. *Poetics: Journal of Empirical Research on Literature, Media and the Arts*, Special issue on Museum Research edited by Paul DiMaggio 24 (2-4): 259–274.

Bhattacharya, CB, Rao, H., and Glynn, M.A. (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. *Journal of Marketing* 59(4): 46–57.

Bhattacharya, CB, and Lodish, L.M. (1994). An advertising evaluation system for retailers. *Journal of Retailing and Consumer Services* 1(2): 90–100 (Summary published in *Stores Magazine*, Fall 1994).

### **Working papers**

Du, S., Bhattacharya, CB, and Sen, S. (2013). Corporate social responsibility, multi-faceted job products, and employee outcomes. ESMT Working Paper No. 13-07

Korschun, D., Bhattacharya, CB, and Swain, SD (2011). When and how does corporate social responsibility encourage customer orientation? ESMT Working Paper No. 11–05.

Du, S., Bhattacharya, CB, and Sen, S. (2010). Corporate social responsibility and competitive advantage: Overcoming the trust barrier. ESMT Working Paper No. 10–006.

Smith, N. C., Palazzo, G., and Bhattacharya, CB (2010). Marketing's consequences: Stakeholder marketing and supply chain CSR issues. INSEAD Working Paper 2010/17/ISIC.

Luo, X., and Bhattacharya, CB (2008). The debate over doing good: Corporate social performance and firm idiosyncratic risk. *Marketing Science Institute Working Paper*, 08–111.

Bhattacharya, CB, Du, S., and Sen, S. (2005). Convergence of interests: Producing social and business gains through corporate social marketing. Center for Responsible Business, University of California Berkeley Working Paper No. 29.

Bhattacharya, CB (2002). Brand health survey: A summary of results. Addendum to *Marketing Science Institute Working Paper* 00–111.

Bhattacharya, CB, and Lodish, LM (2000). Towards a system for monitoring brand health from store scanner data. *Marketing Science Institute Working Paper* No. 00–111.

### **Books**

Bhattacharya, CB (2019). *Small Actions, Big Difference: Leveraging Corporate Sustainability to Drive Firm and Societal Value*. Abingdon, United Kingdom: Routledge.

Bhattacharya, CB, Sen, S., and Korschun, D. (2011). *Leveraging corporate responsibility: The stakeholder route to maximizing business and social value*. Cambridge: Cambridge University Press.

Smith, N.C., Bhattacharya, CB, Vogel, D., and Levine, D. (2010). *Global challenges in responsible business*. Cambridge: Cambridge University Press.

### **Book chapters**

Korschun, D. and Bhattacharya, CB (2019). *Motivating Boundary-Spanning Employees to Engage External Stakeholders: Insights from Stakeholder Marketing*. In *Handbook of Stakeholder Theory*, eds. Harrison, J.S., Barney, J.B., Freeman, R.E. and Phillips, R.A. , 147-162, Cambridge, UK: Cambridge University Press.

Bhattacharya, CB (2019). *From Bystanders to Owners: Marketing Sustainability Ownership to Stakeholders to Secure Our Future Wellbeing*. In *Handbook of Marketing Advances in the Era of Disruptions – Essays in Honor of Jagdish N. Sheth*, eds. Parvatiyar, A. and Sisodia, R., 106-118, New Delhi: Sage.

Bhattacharya, CB (2018). *How is sustainability changing the marketing world?* In *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, eds. Hill, R., Lambertson, C., and Swartz, J., 174-76, New York: Routledge.

Aksin-Sivrikaya S. and CB Bhattacharya (2017). *Where Digitalization Meets Sustainability: Opportunities and Challenges*. In *Sustainability in a Digital World*, eds. Osburg T., Lohrmann C., 37-39, Cham: Springer International Publishing AG.

Bhattacharya, CB (2015). *The stakeholder route to successful sustainability management*. In *Japan Forum of Business and Society (JFBS) Annual Book 2015: Sustainability and strategy*, 44-72, Tokyo: Chikura Publishing.

Smith, C., G. Palazzo, and C. Bhattacharya (2015). *Upstream, downstream: Towards a new morality of marketing in global supply chains*. In *Handbook on ethics in marketing*, ed. Alexander Nill, 220-237, Gloucestershire: Edward Elgar Publishing.

Du, S., D. Korschun, Bhattacharya, CB, and Sen, S. (2015). *Leveraging corporate social responsibility to maximize social value*. In *Handbook of persuasion and social marketing*, ed. David W. Stewart. Santa Barbara, 239–266, CA: Praeger.

Bhattacharya, C. (2014). *Leveraging corporate social responsibility for competitive advantage*. In *Strategy to leverage CSR for competitive advantage*, ed. J. S. Ahluwalia, 34-41. New Delhi: IOD Publishing.

Bhattacharya, CB (2013). *The Importance of Marketing for Social Innovation*. In *Social Innovation*, ed. Thomas Osburg and René Schmidpeter, 147–154. Heidelberg: Springer.

Korschun, D., Bhattacharya, CB, and Sen, S. (2013). *Stakeholder-centricity – Managing Sustainability Successfully*. In *Sustainability Management – nachhaltige und stakeholderorientierte Wertsteigerung*, ed. Frank Keuper and Fritz Neumann. Berlin: Logos-Verlag.

Bhattacharya, CB (2010): *Triple Bottom Line Reporting: Kein Nullsummenspiel*. In *Corporate Responsibility 2010: Nachhaltiges Wirtschaften – Verantwortung und Chance für Unternehmen*, ed. Armin Häberle, 46–51. Frankfurt am Main: ACC Verlag.

Bhattacharya, CB, and Sen, S. (2009). Corporate responsibility in marketing. In *mainstreaming corporate responsibility*, ed. N. Craig Smith and Gilbert Lenssen, 354–363. London: Wiley.

Sen, S., Du, S., and Bhattacharya, CB (2009). Building brand relationships through corporate social responsibility. In *Handbook of brand relationships*, ed. Joseph Priester, Deborah MacInnis, C. Whan Park, 195–211. New York: M.E. Sharpe.

Howard-Grenville, J., A.J. Hoffman, and Bhattacharya, CB (2007). Who can act on sustainability issues? Corporate capital and the configuration of organizational fields. In *Organization and the sustainability mosaic: Crafting long-term ecological and societal solutions*, ed. Sanjay Sharma, Mark Starik, Brian Husted, 193–215. Cheltenham, UK: Edward Elgar.

Bhattacharya, CB, and R.N. Bolton (2000). Relationship marketing in mass markets. In *Handbook of relationship marketing*, ed. J. N Sheth, A. Parvatiyar, 327-354. Thousand Oaks, CA: Sage Publications.

Bhattacharya, CB (2000). High museum of art. In *Marketing management: Text and cases*, 7th ed., ed. D. J. Dalrymple, L. J. Parsons, 113–121. New York: Wiley and Sons.

### **Case studies**

Mueller, U., Bhattacharya, CB, and A. Hofmann (2014). Axel Springer and the quest for the boundaries of corporate responsibility. ESMT European School of Management and Technology, Teaching Case.

Bhattacharya, CB, and R. Kroenert (2001). RateltAll.com. Boston University, School of Management, Teaching Case, 2001–08.

Bhattacharya, CB, and R. Kroenert (1995). The high museum of art, parts (A) through (E). South-Western College Publishing's CaseNet, ISBN 0-324-00293-9 (Case Teaching Package, ISBN 0-324-00570-9).

Bhattacharya, CB, and C. Weaver (1994). Cottonwood children's hospital: Safety message campaign. South-Western College Publishing's CaseNet, ISBN 0-324-00311-0 (Case Teaching Package, ISBN 0-324-00566-0).

Bhattacharya, CB, and M. Weiner (1994). Steam records. South-Western College Publishing's CaseNet, ISBN 0-324-00300-5 (Case Teaching Package, ISBN 0-324-00580-6).

### **Refereed conference proceedings**

Verbücheln, M., Edinger-Schons, L.M., Bhattacharya, CB. (2018) How to Do Corporate Volunteering Right – Investigating the Optimal Design of Volunteering Programs. Working Paper presented at the Academy of Management Annual Conference

Baskentli, S., Sen, S., Du, S., Bhattacharya, CB. (2017) Consumer Reactions to CSR: Morality Based Differences. Association for Consumer Research North American Advances.

Du, S., Bhattacharya, CB, Sen, S. (2012). Sustainability communication. *Sustainability Matters: Why and How Corporate Boards Should Become Involved*. The Conference Board Research Report.

Kaufmann, P. J., C. B. Bhattacharya, and L. Hsu (2008). Corporate Social Responsibility in Franchise Systems. *Proceedings of the International Society of Franchising Conference*.

Papavasieiou, E., S. D. Swain, and Bhattacharya, CB (2008). Consumers' reactions to acquisitions of socially responsible companies. *Advances in Consumer Research* 35: 1015–1017.



Du, S., Bhattacharya, CB, and Sen, S. (2007). Convergence of interests: Cultivating consumer trust through corporate social initiatives. *Advances in Consumer Research* 34: 687.

Bhattacharya, CB, Du, S., and Sen, S. (2005). Antecedents and consequences of corporate social responsibility perceptions. *Proceedings of the Society for Consumer Psychology, 2005 Winter Conference*, 166–167.

Bowman, D., S. Bharadwaj, and Bhattacharya, CB (2004). Modeling sustained superior brand performance: A longitudinal analysis. *Marketing Science Conference 2004 Proceedings*: 74-75.

Bhattacharya, CB, and Sen, S. (2003). The effect of corporate partnerships on consumer reactions to nonprofits. *Advances in Consumer Research* 30: 324.

Bhattacharya, CB, and Sen, S. (2003). Measuring the effectiveness of corporate social initiatives. A customer-centric perspective. *Marketing Science Institute Working Paper Series*, 4, 03-004, 13-14.

Sen, S., Bhattacharya, CB, and R. Johnson (2003). The behavioral consequences of HIV testing. *Advances in Consumer Research* 30: 206–207.

Bhattacharya, CB, and Sen, S. (2002). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Proceedings of the 6th Annual Conference on Corporate Reputation, Identity and Competitiveness*, available on CD Rom.

Sen, S., and Bhattacharya, CB (2000). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Proceedings of the 4th Annual Conference on Corporate Reputation, Identity and Competitiveness*, available on CD Rom.

Bhattacharya, CB (1999). Corporate alliances as social marketing tools. *Social Marketing Quarterly* 5(3): 10–14.

Bhattacharya, CB, and A. Mitra (1998). The individual, the company and the product: The role of organizational identification in consumer behavior. *Advances in Consumer Research* 25: 54.

Bhattacharya, CB, and K.D. Elsbach (1998). The individual and the organization: The roles of identification and disidentification in consumer behavior. *European Advances in Consumer Research* 3: 42–43.

Bhattacharya, CB, and K.D. Elsbach (1997). The individual and the organization: The roles of organization and disidentification in social marketing. *Innovations in Social Marketing Conference Proceedings* 1–3.

Bhattacharya, CB, and K.D. Elsbach (1996). A comparison of the antecedents and consequences of organizational identification versus disidentification. *Proceedings of the Third Research Conference on Relationship Marketing* 255–256.

#### **Other publications (non peer-reviewed articles)**

Bhattacharya, CB, Ernesto Ciorra and Joanna Radeke (2018). Tolerating Failure: A Key to Creating Sustainable Business, *European Business Review*, January 17.

Bhattacharya, CB (2014). Book excerpt: Leveraging corporate responsibility. *Cambridge Blog Online*, March 6.

Bhattacharya, CB (2014). Book excerpt: Leveraging corporate responsibility: The stakeholder route to maximizing business and social value. *Review of Quality Times*. India: Quality Times.

Bhattacharya, CB and U. Moffitt (2013). Migration, sustainable development and the role of business. *UN Chronicle L (3): 22–25.*

Bhattacharya, CB (2012). Teaching sustainability to tomorrow's leaders. *EFMD Global Focus 6(3): 50–53* (also published in the Chinese edition of EFMD's *Global Focus* magazine).

Bhattacharya, CB (2012). Book excerpt: Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. *Stanford Social Innovation Review.*

Bhattacharya, CB, D. Korschun, and Sen, S. (2012). What really drives value in corporate responsibility. *McKinsey Quarterly 1: 14–16.*

Bhattacharya, CB (2012). The triple bottom line... not a zero sum game. *The HR Director 87: 48–49.*

Bhattacharya, CB (2012). Engaging with stakeholders to create value. *T Magazine 6: 48–49.*

Du, S., Bhattacharya, CB, and Sen, S. (2012). Using corporate social responsibility to motivate and retain female employees. *Center for Gender in Organizations Insights 31: 1–3.*

Bhattacharya, CB (2012). The triple bottom line: Not a zero sum game. *Wipro Sustainability Report: 28–31.*

Bhattacharya, CB, Sen, S. and Korschun, D. (2011). Maximizing ROI from corporate responsibility. *The European Financial Review 11/12: 48-50.*

Bhattacharya, CB joint with 27 other signatories (2011). Call to Action to shatter glass ceiling - Role of European business schools to reach equality in Europe's boardrooms. *Financial Times, December 5.*

Bhattacharya, CB, Sen, S., and Korschun, D. (2011). How to co-create responsibility strategy. *Ethical Corporation 11: 35-38.*

Bhattacharya, CB, Sen, S. and Korschun, D. (2011). The next challenge for corporate responsibility. *EFMD Global Focus 5(3): 45-47.*

Bhattacharya, C. (2011). Does it pay to be good? The doing well by doing good conundrum. *Sustainability Tomorrow 6(4): 58–63.*

Bhattacharya, CB, Du, S. and Sen, S. (2011). What board members should know about communicating CSR. *Director Notes by The Conference Board 3(6).* This article is also published on the Harvard Law School Forum on Corporate Governance and Financial Regulation.

Bhattacharya, CB (2010). From yuppies to lohas. *Wall Street Journal Europe Online, July 23.*

Bhattacharya, CB (2010). Trust will lead to business success. *Ethical Corporation Online, July 14.*

Bhattacharya, CB (2010). From Yuppies zu Lohas. *Manager Magazin Online, June 14.*

Bhattacharya, CB (2010). Trust as cornerstone for future business success. *ESMT Update, March 4.*

Bhattacharya, CB (2010). Basing your good name on good deeds. *Communication Director 3: 80-83.*

Bhattacharya, CB (2009). Corporate social responsibility: It's all about marketing. *Forbes, November 12.*

Bhattacharya, CB (1995). Teach them well. *Atlanta Journal and Constitution, Editorial section, November 23.*

## **Major research grants**

Heinz Endowment of Pittsburgh, PA, \$375,000 awarded to support the founding of a new Center for Sustainable Business at Katz., May 2019

Aspen Institute Business and Society Program. \$100,000 awarded for “Stakeholder Marketing Conference” hosted in Aspen, Colorado, USA, September 2007 and at Boston University, Boston, Massachusetts, USA, October 2008.

Marketing Science Institute Grant 2008. \$5000 awarded for “Stakeholder Marketing Conference” held at Boston University, Boston, Massachusetts, USA, October, 2008.

Procter and Gamble Grant, 2004. \$316,775 awarded for project on “Returns to Corporate Social Initiatives.”

Hitachi Corporation Grant, 2003. \$35,000 awarded for project on “Measuring Effectiveness of Corporate Social Initiatives: A Customer-Centric Perspective.”

Aspen Institute, Center for Responsible Business at UC Berkeley, London Business School and the Marketing Science Institute, 2003. \$30,000 awarded for Conference on “Integrating Social Initiatives and Marketing Strategy,” hosted at Boston University, Boston, Massachusetts, USA, September 17–19, 2003.

Marketing Science Institute Grant, 1999. \$11,750 awarded for project on “Towards a System for Monitoring Brand Health from Store Scanner Data.”

## **Keynote addresses and plenary sessions**

Small Actions Big Difference at the JCB India Headquarters, Delhi, India, September 13, 2019

TEDxPitt 2019 Talk on Small Actions, Big Difference, University of Pittsburgh, March 31, 2019

Transcending Business Myopia. PNC Bank CSR Working Group, PNC Tower, Pittsburgh, September 13, 2018.

Engaging Employees to Create a Sustainable Business. Business and Society Seminar, Mannheim University, Mannheim, Germany, June 21, 2018.

How to Make Sustainability Every Employee’s Responsibility. CEOs for Sustainability breakfast, Energy Innovation Center, Covestro, April 10, 2018.

Business through the Sustainability Lens. SDSN Leadership Council meeting, ESMT, Berlin, Germany, May 31, 2017.

The Future-Ready Business. Seminar "Reporting of the Future: From Compliance Exercise to Management Approach", ESMT with the Center for Financial Reporting and Auditing, Berlin, Germany, May, 16, 2017.

Trends in sustainability reporting. Keynote presentation at BSD Consulting GRI G4 Homecoming Event, ESMT Berlin, Berlin, Germany, July 8, 2016.

Business through the sustainability lens. Plenary session at the 19th International Symposium on Ethics, Business and Society: Integrating ethics into strategic management, IESE Business School, Barcelona, Spain, July 4, 2016.

Business through the sustainability lens: The role of leadership. Keynote presentation at Ferrero Management Conference, Ferrero, Marburg, Germany, June 16, 2016.

Business through the Sustainability Lens. Keynote presentation at 14. Nachhaltigkeitsforum, INa Institut für Nachhaltigkeit, HWR Berlin, Berlin, Germany, May 11, 2016.

World trends in corporate responsibility and corporate sector's impact on society. Presentation at "Media, Business and I For Our Children" Conference, For Our Children Foundation, Sofia, Bulgaria, January 15, 2016.

Sustainable Business: Bringing the triple bottom line to life. Keynote presentation at the 3rd Global Sustainability & Social Performance Forum for Oil & Gas and Mining Industries. Berlin, Germany, December 3, 2015.

Circular Economy. Panelist at the Accenture panel discussion at the 67th Frankfurt Book Fair. Frankfurt, Germany, October 15, 2015.

Sustainable business: Bringing the triple bottom line to life. Keynote presentation at the 4th International Conference on Social Responsibility, Ethics and Sustainable Business, Athens, Greece, October 8, 2015.

Insights into the value of educational partnerships with business leaders. Keynote presentation at "Curriculum Think Tank", Center for Education on Social Responsibility, Leeds School of Business, University of Colorado Boulder, Colorado, USA, May 20, 2015.

The challenging landscape of corporate responsibility: opportunities and hurdles. Keynote presentation at "Corporate Social Responsibility at Ferrero", ESMT Berlin, Berlin, Germany, February 5, 2015.

Sustainable manufacturing: Bringing the triple bottom line to life. Keynote presentation at the Seminar "India as Global Manufacturing Hub by 2022", Jadavpur University Alumni Association, Mumbai, India, January 18, 2015.

Transforming today for a more sustainable tomorrow. Panelist in plenary session at the Transforming Tomorrow Conference, University of Cambridge, Cambridge, UK, December 11, 2014.

Sustainability and strategy. Panelist in plenary session at the 2014 Annual conference, JFBS Japan Forum of Business and Society, Tokyo, Japan, September 18, 2014.

Corporate responsibility and the role of the stakeholder. Keynote presentation at the 2014 Annual conference, JFBS Japan Forum of Business and Society, Tokyo, Japan, September 18, 2014.

Corporate responsibility and the role of the stakeholder. Keynote presentation at the 2014 Annual conference, IC-SIM International Conference on Strategic Innovation Marketing, Madrid, Spain, September 2, 2014.

The US and the rest of the world. Plenary session at the 2014 Annual Conference: The Inefficiencies of Efficiency, AAI The American Antitrust Institute, Washington DC, USA, June 19, 2014.

Stakeholder engagement and the triple bottom line. Plenary session at the 2014 Annual Conference: The Inefficiencies of Efficiency, AAI The American Antitrust Institute, Washington DC, USA, June 18, 2014.

Global challenges in responsible business. Keynote presentation at the European Business Ethics Network Meeting, EBEN European Ethics Network, Berlin, Germany, June 13, 2014.

Bringing the triple bottom line to life. Keynote presentation at the Project Delphi Seminar "Incorporating Non-financial Indicators into Financial Decisions", London, UK, March 18, 2014

Doing well by doing good: The stakeholder route to competitive advantage. Keynote presentation at the 8th International Conference on Corporate Social Responsibility & Presentation of Golden Peacock Awards, IOD Annual Conference, Bengaluru, India, January 17, 2014.

Towards a new global economy: What next for jobs, opportunity and growth? Panel speaker at the Asia-Global Dialogue, Fung Global Institute, Hong Kong, China, December 5, 2013.

Awakening the green self: Corporate responsibility and the role of the stakeholder. Keynote presentation at the Seminar on CSR, Hong Kong University of Science and Technology, Sustainability Unit, Hong Kong, China, December 4, 2013.

Awakening the green self: Corporate responsibility and the role of the stakeholder. Keynote presentation at the International CSR Communication Conference, Aarhus University, Aarhus, Denmark, September 18, 2013.

The impact of migration on jobs of the future. Panel speaker at the ESMT Annual Forum 2013 "The Future of Jobs", Berlin, Germany, June 13, 2013.

Corporate Responsibility through the Stakeholder's Lens. Keynote presentation at EBEN 2013 Research Conference, University of Navarra, European Business Ethics Network, Pamplona, Spain, June 7, 2013.

Using Strategic Corporate Responsibility to Address the Human Capital Challenge. Panel speaker at The Conference Board CEO Challenge 2013: The Economic and Business Context, Frankfurt Germany, March 8, 2013.

The Triple Bottom Line: Not a Zero Sum Game. Keynote webcast at The Conference Board, October 19, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Keynote presentation at The Conference Board, Washington D.C., USA, June 21, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Keynote presentation at the 2012 Corporate Community Breakfast at Georgia Center for Nonprofits, Atlanta, Georgia, USA, March 22, 2012.

The Next in Corporate Governance: Sustainability Embedded. Panelist in plenary session at the CII Sustainability Summit, New Delhi, India, November 2011.

Defining the pathways to a new era of development in Asia. Panelist in plenary session at the 10th Annual Colloquium of EABIS – A New Era of Development, Fontainebleau, October 2011. Reputation, Brand and Media. Keynote presentation at the EABIS Senior Leaders Forum, Brussels, Belgium, June 2011.

Doing Well while Doing Good. Panelist in plenary session at the Carlson on Sustainability Conference, Minneapolis, Minnesota, October 2010.

A New Era for Sustainability. Panelist in plenary session at the 9th Annual Colloquium of EABIS – Corporate Responsibility and Emerging Markets, St. Petersburg, Russia, September 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Plenary session at the International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil, May 2010.

Does it Pay to be a Good Citizen? A Market Based View. Keynote presentation at the International Heidelberg Convention for the Food and Beverage Industry, Heidelberg, Germany, September 2007.

Does it Pay to be a Good Citizen? A Market Based View. Keynote presentation at the Humboldt University Berlin, 2nd Global Corporate Social Responsibility Conference, Berlin, Germany, October 2006.

Keynote presentation at the IHRSA European Congress, The Hague, The Netherlands, September 2006.

Keynote presentation at the General Mills Social Marketing Forum, Minneapolis, Minnesota, USA, January 2005.

Keynote presentation at the Corporate Social Responsibility Summit, Boca Raton, Florida, USA, October 2004.

Keynote presentation at the Timberland's Eco Partner Summit, October 2004.

Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. Keynote address at the Ford Foundation Annual Meeting, Washington D.C., USA, June 2003.

Brand Health and the Mind of the Consumer Model. Keynote presentation at the Marketing Modeler's Conference, New York, USA, November 1998.

### **Scholarly presentations, discussions, and workshops**

*2019*

How Corporate Purpose Affects Employees' Sustainable Behaviors: The Moderating Role of Autonomy and Culture (forthcoming), Association for Consumer Research 2019 Conference, Atlanta, GA, October 18, 2019

Shareholder vs Stakeholder, University of Pittsburgh, School of Law, October 3, 2019

Business Through the Sustainability Lens, FedEx Ground, Moon, PA, September 16, 2019

Business Through the Sustainability Lens, School of Management, Adamas University, Kolkata, India, September 9, 2019

Business Through the Sustainability Lens, PPG EHS, PPG Industries, Pittsburgh, PA, June 20, 2019

Sustainability at Katz. Brainstorming Discussion, Katz Graduate School of Business, Pittsburgh, April 3, 2019

Business Through the Sustainability Lens, China European International Business School (CEIBS), Shanghai, China, March 15, 2019

The Purpose of Business, Panel Discussion, Katz Graduate School of Business, Pittsburgh, January 31, 2019.

Leveraging Sustainability and Corporate Responsibility to Drive Triple Bottom-line Value. Presentation, the Asia Pacific Association for Consumer Research Conference, IIM Ahmedabad, Ahmedabad, India, January 10-12, 2019.

*2018*

Small Actions, Big Difference. Inaugural Chair's Lecture, University of Pittsburgh, Pittsburgh, October 23, 2018.

How to Do Corporate Volunteering Right – Investigating the Optimal Design of Volunteering Programs. Presentation at Academy of Management annual meeting, Chicago, Illinois, USA, August 14, 2018.

How to Make Sustainability Every Employee's Responsibility. Presentation at American Marketing Association, New Orleans, Louisiana, USA, February 23, 2018.

Someone Else's Problem No More: How to Gain Competitive Advantage through the Sustainability Ownership Experience. Presentation at Georgia Tech, Atlanta, Georgia, USA, February 21, 2018.

Someone Else's Problem No More: How to Gain Competitive Advantage through the Sustainability Ownership Experience. Presentation at Emory University, Atlanta, Georgia, USA, February 20, 2018.

Marketing in the 21<sup>st</sup> Century. Presentation at Cultural Communications Alliance International Marketing Competition, University of Pittsburgh, Pittsburgh, Pennsylvania, USA, February 16, 2018.

#### *2017*

From the Tragedy of the Commons to the Triple Bottom Line. Presentation at Everest Industries, Delhi, India, November 7, 2017.

Motivating Boundary-Spanning Employees to Engage External Stakeholders: Insights from Stakeholder Marketing. Presentation at Strategic Management Society, Houston, Texas, USA, October 29, 2017.

The Future-Ready Business. World Business Council for Sustainable Development Leadership Program, ESMT, Berlin, Germany, May 11, 2017.

Sustainable Innovation. Sustainable Business Roundtable Spring Meeting, ESMT, Berlin, Germany, April 27-28, 2017.

#### *2016*

Awakening the Green Self: Stakeholder Reactions to Sustainability. Seminar at SMU, Singapore, October 14, 2016.

Awakening the green self: Stakeholder reactions to sustainability. Presentation at SAP, Mannheim, Germany, September 22, 2016.

Awakening the green self: Stakeholder reactions to sustainability. Presentation at University of Mannheim, Mannheim, Germany, September 21, 2016.

Pathways to Relevance: Paradigms and C-Suite Significance for the Modern CMO. Session leader at AMA 2016 Summer Educator's Conference, Atlanta, GA, USA, August 6, 2016.

Stakeholder Marketing: Beyond the 4 P's and the Customer. Presentation at AMA 2016 Summer Educator's Conference, Atlanta, GA, USA, August 6, 2016.

Leading a sustainable business: Challenges and opportunities. Panelist at Wharton Global Forum 2016, Amsterdam, Netherlands, June 23, 2016.

Leveraging Stakeholder Engagement to Enhance Performance: Best Practices & Emerging Trends. Panelist at The 21st Century Company: How It Creates Value -- And for Whom. Skytop Strategies, New York, NY, USA, May 19, 2016.

Awakening the green self: Stakeholder reactions to sustainability. Presentation at University of Pittsburgh, Pittsburgh, PA, USA, May 17, 2016.

Impact assessment. Presentation at ESMT SBRT 2016 Spring Meeting, Berlin, Germany, April 21, 2016.

Awakening the Green Self: Stakeholder Reactions to Sustainability. Presentation at VOYA Financial Colloquium, University of Connecticut, Hartford, CT, April 8, 2016.

Awakening the Green Self: Stakeholder Reactions to Sustainability. Presentation at Queen's University, Kingston, Ontario, Canada, April 6, 2016.

Awakening the green self: stakeholder reactions to sustainability. Presentation at University of Western Ontario, London, Ontario, Canada, April 4, 2016.

Towards a sustainable business model. Presentation at Praxis Business School, Kolkata, India, January 29, 2016.

#### 2015

Everybody's talking but is anyone listening? Stock market reactions to sustainability communications. Presentation at Marketing Strategy Meets Wall Street Conference, Singapore Management University, Singapore, February 9, 2015.

#### 2014

How do we create a new definition of business value which is supported by the financial community? Panelist at the Future for Sustainability Summit: Enhancing the Value of Business, Financial Times Live and Coca-Cola Enterprises Inc., London, UK, October 1, 2014.

The quest for the boundaries of corporate responsibility. Presentation at the 2014 Annual Conference, CIARG Corporate Identity / Associations Research Group, Amsterdam, Netherlands, September 6, 2014.

Awakening the green self: Corporate responsibility and the role of the stakeholder. Presentation at Networking Night, Net Impact Bangkok Professional Chapter, Bangkok, Thailand, July 18, 2014.

Can CSR increase company value? Presentation at Luncheon Meeting, The Rotary Club of Bangkok South, Bangkok, Thailand, July 18, 2014.

Wall Street in 2050. Presentation at the ESMT Annual Forum 2014, ESMT European School of Management and Technology, Berlin, Germany, July 3, 2014.

Corporate social responsibility, customer orientation, and job performance of frontline employees. Presentation at 2014 Marketing & Innovation Symposium, ECMI Erasmus Centre for Marketing & Innovation, Rotterdam, The Netherlands, May 28, 2014.

Corporate responsibility and the role of the stakeholder. Presentation at 2014 Marketing & Innovation Symposium, ECMI Erasmus Centre for Marketing & Innovation, Rotterdam, The Netherlands, May 27, 2014.

Sustainability in global contexts. Presentation at the Workshop with ESMT Executive MBA Students, Buenos Aires, Argentina, February 21, 2014.

#### 2013

Awakening the green self: Corporate responsibility and the role of the stakeholder. Seminar on Corporate Social Responsibility, Hong Kong University of Science & Technology Sustainability Unit, Hong Kong, China, December 4, 2013.

Everybody's talking but is anybody listening? Stock market reactions to corporate social responsibility communications. Presentation at the Sustainability and the Corporation: Big Ideas conference, Harvard Business School, Cambridge, Massachusetts, November 16, 2013.

Stock market reactions to corporate social responsibility communications. Presentation at the Sustainable Business Roundtable Fall 2013 Meeting, ESMT European School of Management and Technology, Berlin, Germany, November 6, 2013.

How our efforts to save the world are killing it. Moderation of an Open Lecture with Alexander Neubacher, ESMT European School of Management and Technology, Berlin, Germany, October 15, 2013.



The broad reach of corporate responsibility: From the stock market to the shopping center. Presentation at the Sustainability Seminar, Copenhagen Business School, Copenhagen, Denmark, September 20, 2013.

Corporate Responsibility through the Stakeholder's Lens. Presentation at University of Edinburgh, Business School, Edinburgh, UK, May 10, 2013.

Why And How Companies Should Engage in Social Branding. Presentation at the TATA - Management Training Center, Pune, India, April 23, 2013

Corporate Responsibility through the Stakeholder's Lens. Web-based presentation at the Indian Institute of Management Bangalore (IIMB), Bangalore, India, April 18, 2013.

Corporate Responsibility through the Stakeholder's Lens. Presentation at UC Berkeley, Haas School of Business, Berkeley, California, USA, March 18, 2013.

Corporate Responsibility through the Stakeholder's Lens. Presentation at Stanford Center for Social Innovation, Stanford, California, USA, March 14, 2013.

Corporate Responsibility through the Stakeholder's Lens. Presentation at Santa Clara University, Leavey School of Business, Santa Clara, California, USA, March 12, 2013.

Corporate Responsibility and Employee Engagement. Presentation at the CSR Study Group Berlin, ESMT European School of Management and Technology, Berlin, Germany, January 23, 2013.

*2012*

Corporate social responsibility and the customer orientation of frontline employees. Presentation at the International Marketing Conference MARCON 2012, Indian Institute of Management in Calcutta, India, December 29, 2012 (MARCON 2012 Best Paper Award).

Corporate Social Responsibility: A Stakeholder Perspective. Presentation at the International Seminar on Innovation Management in Asia and Europe/ Days of India in Germany, Berlin, Germany, November 7, 2012.

Corporate Responsibility through the Stakeholder's Looking Glass. Presentation at Harvard Business School, Boston, Massachusetts, USA, October 22, 2012.

Corporate Responsibility Through the Stakeholder's Looking Glass. Presentation at the Stakeholder Theory Conference, University of Virginia, Darden School of Business, Olsson Center for Applied Ethics, Charlottesville, Virginia, USA, October 19, 2012.

Corporate Responsibility and Employee Engagement. Presentation at Allianz, Kempfenhausen, Germany, October 15, 2012.

The Triple Bottom Line. Presentation at the Prince Albert II of Monaco Foundation, Monaco, France, September 27, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at the International Leadership Association (ILA), July 25, 2012.

Instilling Sustainability Practices: Differences across generations of employees. Presentation at ESMT Annual Forum "Leading across Generations", Berlin, Germany, June 13, 2012.

The Triple Bottom Line: Maximizing Business and Social Value. Presentation at the Efficiency Unit of the Government of Hong Kong, Hong Kong, China, May 30, 2012.

The Impact of CR on Brand Value: A Stakeholder Perspective. Presentation at INSEAD's 27th Sustainability Executive Roundtable, Fontainebleau, France, May 11, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Bank Leumi, May 3, 2012.

Integrating Sustainability into Branding and Marketing Strategy. Presentation at ESMT SBRT 2012 Spring Meeting, Berlin, Germany, April 26, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at the University of North Carolina, Chapel Hill, North Carolina, USA, April 11, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation in the Business, Economics & Public Policy Seminar at Georgetown Center for Business & Public Policy, McDonough School of Business, Washington D.C., USA, April 10, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation in the CIC Seminar on Sustainable Marketing, Putten, The Netherlands, April 5, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at the University of Groningen, Groningen, The Netherlands, April 4, 2012.

Social Good Analytics and Strategy. Presentation at Goizueta Business School, Emory University, Atlanta, Georgia, USA, March 23, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Goizueta Business School, Emory University, Atlanta, Georgia, USA, March 22, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Georgia Center for Nonprofits, Atlanta, Georgia, USA, March 21, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Wharton Program for Social Impact, Philadelphia, Pennsylvania, USA, March 20, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Webinar at Accenture, March 2, 2012.

Teaching Sustainability: A Holistic Approach Example. Presentation at the EFMD-ESMT Symposium on the Future of Management Education, Berlin, Germany, March 1, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. Presentation at Indian Institute of Corporate Affairs, Manesar, India, February 14, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at Católica Lisbon School of Business and Economics, Lisbon, Portugal, January 30, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Webinar at EABIS, January 24, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at UNICEF, Geneva, Switzerland, January 18, 2012.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation at Berlin Study Group on Corporate Responsibility, Berlin, Germany, January 4, 2012.

## 2011

Innovations in Business Strategy. Presentation at Indian Institute of Management Rohtak, Haryana, India, November 2011.

Using CR to Win the War for Talent. Presentation at the Sustainable Business Roundtable, Berlin, Germany, November 2011.

CSR: Taking a responsible approach to high-growth markets – why would you? Panelist at the High-Growth Markets Summit, London, England, September 2011.

European Business School Women on Boards Initiative. Working Lunch with Viviane Reding, Vice President of the European Commission and Commissioner for Justice, Fundamental Rights and Citizenship, Brussels, Belgium, September 2011.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Value. Presentation for the EU Higher Education Initiative CSR TEMPO, Berlin, Germany, September 2011.

Marketing Strategy Innovation. Presentation at the Praxis Business School, Kolkata, India, July 2011.

Interview with Peter Amon, President Continental Europe, Aramark GmbH at the ESMT Annual Forum, Berlin, Germany, July 2011.

Ethical Consumption. Panelist at the Economist Sustainable Business Summit, London, England, March 2011.

Business Solutions to Poverty: Executive Workshop on Inclusive Business in Emerging Europe and Central Asia. Moderator of discussion session, Istanbul, Turkey, March 2011.

Corporate Responsibility – From Whether to How. Presentation at Tata Motors, Mumbai, India, March 2011.

Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value. UNICEF: The 2011 Fundraising Forum, Athens, Greece, March 2011.

Corporate Responsibility – From Whether to How. Presentation at Stanford University, Stanford, California, USA, February 2011.

## *2010*

Competing through Corporate Social Initiatives: The Roles of Initiative Participation and Brand Trust. Paper presented at the Association for Consumer Research Conference, Jacksonville, Florida, USA, October 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Presentation at the 7th Corporate Identity/Associations Research Group International Conference, Hannover, Germany, October 2010.

Member of the Scientific Committee of the Doctoral Workshop preceding the 4th International CSR Conference at the Humboldt-University, Berlin, Germany, September 2010.

Maximizing Value from Corporate Responsibility Initiatives: Research Insights and Implications for the Building Industry. Presentation at the International Conference on Building Performance, Berlin, Germany, September 2010.

Beyond the Marketing Mix: Competing Through Corporate Social Initiatives. Paper presented at the American Marketing Association Summer Marketing Educators' Conference, Boston, Massachusetts, USA, August 2010. It was honored as the Best Paper in the Social and Public Policy Track.

Doing Well by Doing Good: Using Corporate Social Responsibility to Strengthen Brand Relationships. Paper presented at the 17th Recent Advances in Retailing & Services Science Conference, Istanbul, Turkey, July 2010.

Good is Not Enough: Maximizing Value from Corporate Responsibility Initiatives. Dinner Speaker at the ESMT Executive Education Program Bringing Technology to Market, Berlin, Germany, July 2010.

Profit: Doing Well With Doing Good. Panel moderator at the ESMT Annual Forum People, Planet, Profit, Berlin, Germany, June 2010.

Interview with Girish S. Paranjpe Jt. CEO, IT Business, Member of the Board, Wipro Limited at the ESMT Annual Forum People, Planet, Profit, Berlin, Germany, June 2010.

Good is Not Enough: Maximizing Value from Corporate Responsibility Initiatives. Paper presented at the ESMT Corporate Clients Council, Berlin, Germany, May 2010.

How to convince the skeptics in your company that business without sustainability is flawed. Panelist at the Responsible Business Summit, London, England, May 2010.

Using Corporate Social Responsibility to Strengthen Employee and Customer Relationships. Paper presented at the European Marketing Association Conference, Copenhagen, Denmark, June 2010.

Putting the Social back into Corporate Responsibility. Presentation at the Center for Corporate Citizenship Deutschland, Berlin, Germany, April 2010.

Good is not Enough: Maximizing Value from Corporate Responsibility. Paper presented at INSEAD, Paris, France, April 2010.

Megatrends 2020 and Implications for E.ON. Presentation at E.ON Workshop Bring CR to Life, Düsseldorf, Germany, March 2010.

When Does Being Good Imply Doing Good? Exploring Context Effects on Corporate Social Responsibility. Paper presented at the Winter Conference of the Society for Consumer Psychology, St. Pete Beach, Florida, USA, February 2010.

Encouraging and Sustaining Healthy Food Choices – Roundtable Organized by Wageningen University and Ahold, Panelist, Amsterdam, The Netherlands, February 2010.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Louvain School of Management, Louvain-la-Neuve, Belgium, February 2010.

## *2009*

The Charitable Consumer. Paper presented at the Doctoral Consortium Session, Association for Consumer Research Conference, Pittsburgh, Pennsylvania, USA, October 2009.

The Triple Bottom Line: A Positive Sum Game? Paper presented at the European Association for Business in Society Conference, Barcelona, Spain, September 2009.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Colorado State University, Fort Collins, Colorado, USA, June 2009.

The Triple Bottom Line: A Positive Sum Game? Paper presented at the Conscious Capitalism Conference, Bentley University, Waltham, Massachusetts, USA, May 2009.

Good is not Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Moore School of Business, University of South Carolina, Columbia, South Carolina, USA, April 2009.

Stakeholder Reactions to Corporate Social Responsibility Initiatives. Paper presented at the European School of Management and Technology, Berlin, Germany, January 2009.

Good is not Enough: Maximizing Value from Corporate Responsibility Initiatives. Paper presented at the Babson College, Wellesley, Massachusetts, January 2009.

Using Corporate Social Responsibility to Win the War for Talent. Paper presented at the Association for Consumer Research Conference, Hyderabad, India, January 2009.

*2008*

Good (is not) Enough: Stakeholder Reactions to Corporate Responsibility. Paper presented at the Socially Responsible Consumerism Forum, Toronto, Ontario, Canada, November 2008.

Using Corporate Social Responsibility to Create a Stakeholder Oriented Firm. Paper presented at the Stakeholder Marketing Conference, Boston, Massachusetts, USA, October 2008.

Measuring CSR Returns to an Oft Neglected Stakeholder Group: The Cause Beneficiary. Paper presented at the Stakeholder Marketing Conference, Boston, Massachusetts, USA, October 2008.

It's Not Bad Being Good. Paper presented at the Green Media Show Conference and Expo, Boston, Massachusetts, USA, October 2008.

Competing Effectively Through Corporate Social Initiatives. Paper presented at the 2008 INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, June 2008.

Corporate Stakeholder Responsibility: Opportunities and Challenges. Paper presented at the Lundquist School of Business, University of Oregon, Eugene, Oregon, USA, June 2008.

Using Corporate Social Responsibility to win the War for Talent. Paper presented at the Human Resources Policy Institute Spring Meeting, Boston University, Boston, Massachusetts, USA, May 2008.

Consumers' Reactions to Acquisitions of Socially Responsible Companies. Paper presented at the Marketing and Public Policy Conference, Philadelphia, Pennsylvania, USA, May 2008.

Using Corporate Social Responsibility to win the War for Talent. Paper presented at the Center for Corporate Citizenship Annual Conference, Boston College, Boston, Massachusetts, USA, April 2008.

Corporate Stakeholder Responsibility: Opportunities and Challenges. Paper presented at the Zicklin School of Business, Baruch College, New York, USA, March.

Stakeholder Marketing: Beyond the Four P's and the Customer. Paper presented at the American Marketing Association Winter Educator's Conference, Austin, Texas, USA, February 2008.

The Role of Culture in Consumer-Brand Identification: A Multinational Examination. Paper presented at the American Marketing Association Winter Educator's Conference, Austin, Texas, USA, February 2008.

*2007*

Consumers' Reactions to Acquisitions of Socially Responsible Companies. Paper presented at the Association for Consumer Research Conference, Memphis, Tennessee, USA, October 2007.

Promoting Health Behaviors Through Corporate Social Initiatives. Paper presented at the Transformative Consumer Research Conference, Tuck School of Business at Dartmouth College, Hanover, New Hampshire, USA July 2007.

Winning the War for Talent by Making a Difference: Employee Reactions to Corporate Social Responsibility. Paper presented at the 11th International Conference on Reputation, Brand, Identity & Competitiveness, BI Norwegian School of Management, Oslo, Norway, June 2007.

Stakeholder Marketing: Beyond the 4P's and the Customer. Paper presented at the University of Wyoming, Laramie, Wyoming, USA, May 2007.

Stakeholder Marketing: Beyond the 4P's and the Customer. Paper presented at the General Mills Senior Management Forum, Minneapolis, Minnesota, USA, May 2007.

Returns to Corporate Social Initiatives. Paper presented at the P&G Worldwide Sustainability Group, Cincinnati, Ohio, USA, April 2007.

Transformative Consumer Research. Paper presented during a roundtable discussion at the Marketing Science Institute Trustees Meeting, Boston, Massachusetts, USA, April 2007.

Strengthening Consumer-Brand Relationships Using Social Initiatives. Paper presented at the Society for Consumer Psychology Conference, Las Vegas Nevada, USA, February 2007.

Does It Pay to Be A Good Citizen? Paper presented at the Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA, February 2007.

#### *2006*

Strengthening Customer Relationships Using Corporate Social Initiatives. Paper presented at the Association for Consumer Research Conference, San Antonio, Texas, USA, September 2006.

Working for a Good Global company: Employee Reactions to Corporate Social Responsibility. Paper presented at the Corporate Responsibility and Global Business, London Business School, London, England, July 2006.

#### *2005*

Beyond the Marketing Mix: Innovations in Marketing Strategy. Paper presented at the Indian School of Business, Hyderabad, India, November 2005.

Corporate Associations and Stakeholder Responses: A Field Experiment. Paper presented at the Academy of Marketing Science Conference, Tampa, Florida, USA, May 2005.

Corporate Social Initiatives: Who Benefits and How? Paper presented at IESE Business School, Barcelona, Spain, May 2005.

Assessing Returns to Corporate Social Initiatives: A Stakeholder Perspective. Paper presented at the University of Michigan, Ann Arbor, Michigan, USA, April 2005.

Assessing Returns to Corporate Social Marketing: A Consumer Centric Perspective. Paper presented at the Conference on Measuring and Reporting Social, Environmental and Financial Performance, University of California Berkeley, Berkeley, California, USA, April 2005.

Antecedents and Consequences of Corporate Social Responsibility Perceptions. Paper presented at the Society for Consumer Psychology Conference, St. Petersburg, Florida, USA, February 2005.

Doing Better at Doing Good: Understanding Consumer Responses To Corporate Social Initiatives. Paper presented at the General Mills Social Marketing Forum, January 2005.

#### *2004*

Assessing the Returns to Corporate Social Initiatives: A Consumer-centric Perspective. Paper presented at the Marketing Science Institute Conference on Academic Practitioner Collaborative Research, Yale University, New Haven, Connecticut, USA, December 2004.

Doing Better at Doing Good: Understanding Consumer Responses to Corporate Social Initiatives. Paper presented at the Corporate Social Responsibility Summit, Boca Raton, Florida, USA, October 2004.

Understanding Consumer Responses to Corporate Societal Marketing Initiatives. Paper presented at the Timberland Eco Partners Summit, Stratham, New Hampshire, USA, October 2004.

Modeling Sustained Superior Brand Performance: A Longitudinal Analysis. Paper presented at the Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

Does Corporate Social Responsibility Improve the Bottomline? Paper presented at the Corporate Identity and Associations Research Group Conference, Los Angeles, California, USA, April 2004.

*2003*

Measuring the Effectiveness of Corporate Social Initiatives: A Customer-centric Perspective. Paper presented at the Association for Consumer Research Conference, Toronto, Ontario, Canada, October 2003.

Measuring the Effectiveness of Corporate Social Initiatives: A Customer-centric Perspective. Paper presented at the Integrating Social Initiatives and Marketing Strategy Conference, Boston University, Boston, Massachusetts, USA, September 2003.

Customer Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, University of Massachusetts, Amherst, Massachusetts, USA, April 2003.

Does it Pay to Be A Good Citizen? A Market Based View. Paper presented at the 2003 International Corporate Citizenship Conference, San Antonio, Texas, USA , March 2003. (Repeated via teleconvening on 10/30/03)

Customer-Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, London Business School, London, England, February 2003.

*2002*

The Effect of Corporate Involvement on Consumer Reactions to Nonprofits. Paper presented at the Association for Consumer Research Conference, Atlanta, Georgia, USA, October 2002.

Customer Company Identification: Understanding Customers' Relationships with Companies. Paper presented at the College of Business Administration, University of Connecticut, Mansfield, Connecticut, USA, September 2002.

Exploring Corporate Associations: Developing a Research Agenda. Paper presented at the American Marketing Association Summer Educator's Conference, San Diego, California, USA, August 2002.

Understanding the Interplay Between the Customer Asset and the Brand Asset. Paper presented at the Managing the Customer Asset Conference, Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, USA, June 2002.

Consumer Company Identification: A Framework for Understanding Consumers' Relationships with Companies. Paper presented at the 6th Annual Conference on Corporate Reputation, Identity and Competitiveness, Boston, Massachusetts, USA, May 2002.

The Antecedents and Consequences of Customer-Company Identification. Paper presented at the Vrije University, Amsterdam, The Netherlands, May 2002.

Consumer Company Identification: A Framework for Understanding Consumers' Relationships with Companies. Paper presented at the Conference on Exploring Corporate Associations: Developing a Research Agenda, College of Business Administration, Oklahoma State University, Stillwater, Oklahoma, USA, April 2002.

Marketing Corporate Citizenship. Paper presented at the Center for Corporate Citizenship, Boston College, Chestnut Hill, Massachusetts, USA, April 2002.

Tracking Brand Health: A Behind the Scenes Look. Paper presented at the Boston Area Faculty Consortium, Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, USA, March 2002.

*2001*

Partnering for Social Change. Chairman's Address at the Innovations in Social Marketing Conference, Washington D.C., Washington, USA, June 2001.

Marketing, Corporate Social Initiatives, and the Bottom Line. Discussant at the Marketing Science Institute Conference on Marketing, Corporate Social Initiatives and the Bottomline, University of North Carolina, Chapel Hill, North Carolina, USA, March 2001.

*2000*

Towards a System for Monitoring Brand Health. Paper presented at the Marketing Science Institute Conference on Marketing Metrics, Toronto, Ontario, Canada, October 2000.

Correlates of Sustained Superior Brand Performance. Paper presented at the Marketing Science Conference, Los Angeles, California, USA, June 2000.

Does Doing Good Always Lead to Doing Better? Paper presented at the Corporate Reputation, Identity and Competitiveness Conference, Copenhagen, Denmark, May 2000.

Not Just Brand, Corporate Brand. Paper presented at the Human Resources Policy Institute Spring Meeting, School of Management, Boston University, Boston, Massachusetts, USA, May 2000.

Knowledge Assets and the Role of Communities. Paper presented at the workshop: Strategy and Leadership for the Knowledge Economy, Systems Research Center, School of Management, Boston University, Boston, Massachusetts, USA, May 2000.

Managing Customer Loyalty: Does it Change Over the Relationship Life Cycle? Paper presented at the American Marketing Association, Winter Marketing Educator's Conference, San Antonio, Texas, USA, February 2000.

*1999*

The Role of Communities in the Knowledge Economy. Paper presented at the workshop: Competing in the Knowledge Economy, Systems Research Center, School of Management, Boston University, Boston, Massachusetts, USA, November 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the INFORMS Conference, Philadelphia, Pennsylvania, USA, November 1999.

The Company of a Consumer: The Scope and Relevance of Organizational Identification in Marketing. Paper presented at the Association for Consumer Research Conference, Columbus, Ohio, USA, October 1999.

The Customer, The Salesperson and the Organization: The Role of Identification. Paper presented at the American Marketing Association Summer Educator's Conference, San Francisco, California, USA, August 1999.

Corporate Alliances as Social Marketing Tools. Paper presented during a special session (Conference Kickoff Event) at the Innovations in Social Marketing Conference, Montreal, Quebec, Canada, July 1999.

Organizational Identification and Corporate Social Responsibility. Paper presented at Cone Communications Incorporated, Boston, Massachusetts, USA, June 1999.



Brand Health: Concepts and Measurement. Paper presented at the Monitor Company, Cambridge, Massachusetts, USA, May 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the Graduate School of Business, University of Chicago, Chicago, Illinois, USA, March 1999.

Consumer Reactions to Corporate Social Responsibility. Paper presented at the Society for Consumer Psychology, St. Petersburg, Florida, USA, February 1999.

*1998*

Research Directions in Nonprofit Strategy. Discussant at the Social Enterprise Initiative, Harvard Business School, Boston, Massachusetts, USA, November 1998.

The Company of a Salesman: The Role of Organizational Identification in Sales Representative Performance. Paper presented at the Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998.

Towards a System for Monitoring Brand Health. Paper presented at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina, USA, March 1998.

Conceptualizing and Measuring Brand Health for Consumer Packaged Goods: A Store Scanner Data Application. Paper presented at the Babcock School of Management, Wake Forest University, Winston-Salem, North Carolina, USA, March 1998.

*1997*

Towards a System for Monitoring Brand Health. Paper presented at Harvard Business School, Boston, Massachusetts, USA, October 1997.

The Individual, the Organization and the Product: The Role of Organizational Identification in Consumer Behavior. Organizer of Special Session, Association for Consumer Research Meeting, October 1997.

A Comparison of Organizational Identification and Disidentification. Paper presented at the Association for Consumer Research European Conference, Stockholm, Sweden, June 1997.

The Role of Organizational Identification and Disidentification in Social Marketing. Paper presented at the Social Marketing Conference, Massachusetts, USA, May 1997.

Towards A System for Monitoring Brand Health. Paper presented at the Marketing Science Conference, Haas School of Business, University of California, Berkeley, California, USA, March 1997.

*1996*

In or Out?: Relating Members' Affiliation Characteristics to Lapsing Behavior. Paper presented at the Recent Advances in Retailing and Services Science Conference, Telfs-Buchen, Austria, June 1996.

Repeat Buying Decisions in Membership Contexts. Paper presented at the Relationship Marketing Conference, Berlin, Germany, March 1996.

To Upgrade, Downgrade or Lapse, That is the Question: Repeat Buying Decisions in Membership Contexts. Paper presented at the Marketing Science Conference, Coral Gables, Florida, USA, March 1996.

*1995*

The Utilization of Membership: A Study of the Visiting Behavior of Art Museum Members. Paper presented at the Recent Advances in Retailing and Services Science Conference, Queensland, Australia, 1995.

The Correlates of Organizational Identification. Paper presented at the Marketing Science Conference, Sydney, Australia, 1995.

Instilling Social Responsibility Through Marketing Research Field Projects. Paper presented at the Initiative for a Competitive Inner City, Harvard Business School, Boston, Massachusetts, USA, May 1995.

*1994*

Organizational Identification and Museum Membership. High Museum of Art, Atlanta, Georgia, USA, October 1994.

Applications of Management Science to Relationship Marketing. Organizer of a special session at the Relationship Marketing Conference, Georgia, USA, June 1994.

An Advertising Evaluation System for Specialty Retailers. Paper presented at the Recent Advances in Retailing and Services Science Conference, Banff, Alberta, Canada, May 1994.

Assessing a Purchase-based Measure of Brand Loyalty: Share of Category Requirements. Paper presented at the Marketing Science Conference, Tucson, Arizona, USA, March 1994.

*1993*

Validity of Competing Brand Health Indicators Derived from Store Scanner Data. Paper presented at New Directions and Current Issues in the Analysis and Use of Scanner Data, Toronto, Ontario, Canada, September 1993.

*1992*

A Time-Varying Measure of Strategic Brand Health Derived from Store Level Scanner Data. Paper presented at the Marketing Science Conference, London, England, July 1992.

*1991*

An Advertising, Budgeting and Tracking System for Specialty Retailers. Paper presented at the Marketing Science Conference, Chapel Hill, North Carolina, USA, March 1991.

The Relationship between the Marketing Mix and Share of Category Requirements. Paper presented to the Procter and Gamble Company, Cincinnati, Ohio, USA, March 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Jones School of Management, Rice University, Houston, Texas, USA, October 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at McGill University, Montreal, Canada, November 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Hautes Etudes Commerciales School of Management, Paris, France, November 1991.

Time Varying Indicators of Brand Health Derived from Store Level Scanner Data. Paper presented at the Katz School of Management, University of Pittsburgh, Pittsburgh, Pennsylvania, USA, December 1991.

*1990*

The Correlates of Brand Loyalty. Paper presented at the Marketing Science Conference, Urbana, Illinois, USA, March 1990.

An Advertising Evaluation System for Retailers. Paper presented at the Specialty Retailing Forum, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA, September 1990.

## **Editorial services**

Editorial Review Board, *Journal of Marketing*, 2002–2005; April 2018–present

Editorial Review Board, *Business & Society*, February 2016–present

Editorial Review Board, *International Journal of Research in Marketing*, August 2015–present.

Editorial Review Board, *Journal of Public Policy and Marketing*, June 2015–present.

Editorial Review Board, *Journal of the Academy of Marketing Science*, September 2010–present.

Editorial Review Board, *Corporate Reputation Review*, 2006–present.

Editorial Review Board, *Business Ethics Quarterly*, 2009–2014.

Special Issue Editor, *Journal of Public Policy & Marketing*, Spring 2010.

Special Issue Editor, *Journal of Business Research*, Winter 2008.

Special Issue Editor, *California Management Review*, Fall 2004, Winter 2005.

Special Issue Editor, *Social Marketing Quarterly*, Spring 2001.

Ad-hoc reviewer for *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Academy of Marketing Science*, *Journal of Retailing*, *California Management Review*, *AMA Summer Educator's Conference*, *AMA Winter Educator's Conference*, and *Relationship Marketing Conferences*.

## **Media**

Quoted in NPR, *Forbes India*, *New York Times*, *Financial Times*, *Newsweek*, *Business Week*, *The Wall Street Journal Online*, *Fox 42 News*, *Times of India*, *Süddeutsche Zeitung*, *Frankfurter Allgemeine Zeitung*, *Frankfurter Rundschau*, *Berliner Zeitung* and many other publications.

TV appearances on *Times of India*, CBS, FOX, NECN, and PBS stations.

Is There a Disconnect Between CSR Goals and Execution? Podcast for *Corporate Sustainability with Philip Beere*, August 24, 2018.

How to integrate sustainability into the business. Podcast for *The Sustainability Agenda*, September 9, 2016.

Guest on *Dollars and Change*. *Wharton Business Radio*, University of Pennsylvania, October 6, 2016.

Are companies taking stakeholder engagement seriously enough? Podcast for *The Ethical Corporation*, May 2011.

## **Directorships and program committees**

Chair, Executive Committee, Joseph M. Katz Graduate School of Business, University of Pittsburgh, 2019 - present

Board of Advisors, Global Studies Center, University of Pittsburgh, 2019 - present

Chair, Sustainability Committee, Joseph M. Katz Graduate School of Business, University of Pittsburgh, 2018 - present

Board Member, Sustainable Pittsburgh, 2018 - present

Faculty Fellow, Honors College, University of Pittsburgh, 2018 - present

Member, Responsible Investment Committee, University of Pittsburgh, Pittsburgh, 2017—2019

Founding Director of the Center for Sustainable Business at ESMT, Berlin, Germany, 2015–present.

Member, Ethics Committee, ESMT, Berlin, Germany, 2014–2017.

Founding Director of the Sustainable Business Roundtable at ESMT, Berlin, Germany, 2011–present.

Chairman of the Marketing and Society Track in the American Marketing Association Conference in Austin, Texas, February 2011.

Chair, Faculty Evaluation Committee, ESMT, Berlin, Germany, 2010–2012.

Member, Faculty Recruitment Committee, ESMT, Berlin, Germany, 2009–present.

Member, Steering Committee, Clean Energy and Environmental Sustainability Initiative, Boston University, Boston, Massachusetts, USA, 2008–2009.

Initiator and Faculty Director, Stakeholder Marketing Consortium, 2006–present.

Member, Boston University Council on Faculty Diversity and Inclusion, Boston, Massachusetts, USA, 2006–2008.

Initiator and Co-Chair, International Conference on Corporate Social Responsibility, 2003, 2005, 2006 (in partnership with UC Berkeley and London Business School).

Chairman Ad Interim, Marketing Department, Boston University, Boston, Massachusetts, USA, January–August 2005.

Doctor in Business Administration Program Development Committee, School-wide and Department Liaison, Boston University, Boston, Massachusetts, USA, 2001–2004 and 2006–present.

Faculty Policy Council, Boston University, Boston, Massachusetts, USA, 1999–2000.

Public and Nonprofit Management Program Development Committee, Boston University, Boston, Massachusetts, USA, 1998–2000.

### **Affiliations and memberships**

Founder, Sustainable Business Roundtable, ESMT, 2011-present

Member, Academic Council, American Marketing Association, 2004–2006.

Member, Selection Committee appointed by Vice President of the American Marketing Association to choose the Editor, Journal of Public Policy and Marketing, 2005.

Chairman, Innovations in Social Marketing Conference, 2001.

Dean's Advisory Council, The School of Nursing, Emory University, 1994–1997.

## **PhD supervision**

Ning Chen (Committee Member)

Nikolas Rathert (Committee Member)

Abhijit Roy (Committee Member)

Shuili Du (Chairman)

Daniel Korschun (Chairman)

Weimin Dong (Committee Member)

Fiona Wilson (Committee Member)

## **Teaching**

Teaching experience in business schools and universities. Sustainable Business, Corporate Social Responsibility, Marketing Management, Marketing Research, and Stakeholder Engagement to undergraduates, MBA, Executive MBA and Ph.D. students. Average instructor rating 4.7/5.

Teach regularly in Executive MBA and Non-degree executive programs for various corporations (e.g. Bosch, KBC Bank, Axel Springer, Lufthansa, Munich Re and E.ON).

Visiting Professorships:

- ESMT European School of Management and Technology, Berlin, Germany, 2017-present
- Pontificia Universidad Catolica De Chile, Santiago, Chile, 2017-present;
- Koc University, Istanbul, Turkey, 2011-present;
- Stanford University, CA, USA, 2013;
- IESE Business School, Barcelona, Spain, 2006;
- Indian School of Business, Hyderabad, India, 2005;
- Vrije University, Amsterdam, The Netherlands, 2002;
- Johannes Kepler University, Linz, Austria, 1995;
- HfB, Bank Academy, Frankfurt, Germany, 1998.

## **Corporate teaching and consulting experience**

Axel Springer (Embedding stakeholder management in global strategy)

Rio Tinto (Stakeholder engagement program)

KBC Bank (Corporate responsibility and the role of business in society)

Bosch (Integrating sustainability into innovation)

Lufthansa (Creating a sustainable future)

IBM (Session host in IBM Service Jam)

E.ON (Bringing corporate responsibility to life)

Munich Re (Creating business value through social value)

The Aspen Institute (Integrating corporate responsibility and business strategy)

The Hitachi Corporation (Measuring effectiveness of corporate social initiatives)  
The Procter & Gamble Company (Measuring returns to corporate philanthropy; brand loyalty)  
Bell South Corporation (Drivers of customer satisfaction)  
The Marketing Science Institute (Measuring brand health)  
The Prudential Bank (New product introduction strategies; regression/conjoint analysis)  
Information Resources Incorporated (Evaluating and purifying brand loyalty measures)  
Airwick Industries (Designing system for improving sales force effectiveness)  
Silo Incorporated (Improving retail advertising effectiveness)  
High Museum of Art (Predicting likelihood of membership renewal)

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