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FORMAL EDUCATION

Institution	Specialization	Degree	Year
University of Mississippi, Mississippi, USA	Marketing	Ph.D.	1992
Indian Institute of Management, Ahmedabad, India	Business Mgmt	MBA (PGDM)	1980
Indian Institute of Technology, Madras, India	Aeronautics	B. Tech. (Aero)	1978
Tinsukia College, Tinsukia, Assam, India	Phy, Chem, Math	B. Sc.	1973

Other Educational Programs

1. Seminar on E-Commerce at the Texas A & M, College Station, June 2001.
2. Faculty Development in International Business (CIBER Program)-Latin America (Argentina, Chile, Peru and Uruguay), organized by Thunderbird (AGSIM), May 23-June 10, 1998.
3. Three SAP training modules -SAP20, LO150 (Sales & Distribution), and Dolphin 2000 (configuration).
4. The University of Antwerp, Belgium: Faculty Study Abroad in International Business (CIBER), May 1996.
5. Faculty Dev. Seminar in Int. Bus. (CIBER Program), University of Memphis, Memphis, USA: June 9-12, 1995

ACADEMIC EXPERIENCE

Firm/Institution	Position/Title	Dates
University of North Texas, USA	Professor-Marketing	October, 2025- Present
Univ. of North Texas, USA (Frisco)	Vice Provost-UNT-Frisco; and Dean-CACS	March, 2023- September, 2025
University of North Texas, USA, RCOB (<i>graduate programs</i>)	Associate Dean-Acad. Affairs (<i>grew the graduate program about 6 times</i>)	September, 2015 - February, 2023
VJIM, Hyderabad, India	Visiting Faculty	2015
N. L. Dalmia Inst. Of Mgmt., Mumbai, India	Visiting Faculty	2014
SPJain Inst of Management, Dubai/Singapore	Visiting Faculty	2007/8/9/14/15
University of North Texas, USA	Professor-Marketing	2010- Present
University of North Texas, USA	Associate Professor-Marketing	2003-2010
University of Rennes, France	Visiting Faculty	Summer 2009
University of North Texas, USA	Assistant Professor-Marketing	1999 - 2003
University of Canterbury, New Zealand	Visiting faculty	Summer 1999
Institute of Fin. and Int. Mgmt, India	Visiting Faculty	Summer 1997
The University of South Dakota, SD, USA	Associate Professor-Marketing	1998-1999
The University of South Dakota, SD, USA	Assistant Professor-Marketing	1992-1998
University of Mississippi, MS, USA	Visiting Asst. Prof.	Summer 1992

Associate Dean at RCOB, UNT (September, 2015- February, 2023):

As the Associate Dean of RCOB, UNT, Denton campus, my role was to grow the RCOB graduate program. When I started, the numbers were around 400 graduate students, and by 2023, these numbers had grown by about six times. Several factors led to this growth. To start with, we launched several STEM-classified graduate programs which attracted higher numbers of international students. Next, we reduced the number of gates we had in our admission process to make it easier for non-BBA students to apply. Finally, we introduced programs and initiatives that connected our students with businesses within the DFW metroplex. Together, these changes created a different value perception among our stakeholders and attracted different sets of target consumers. It basically involved putting on a growth-oriented business manager hat in addition to an academic hat, altering the value proposition and targeting new segments of the target market.

Vice Provost-UNT at Frisco, and Dean of CACS, UNT (March, 2023 – September, 2025):

My experience as the Vice Provost for UNT at Frisco, and Dean of CACS, UNT was truly fulfilling in many ways. This dual role involved interacting with and understanding the needs of a very diverse group of stakeholders such as college/department heads from the UNT, students living in Frisco, working population in Frisco, businesses coming to Frisco, and citizens and city government officials of Frisco. UNT at Frisco branch campus is a market expansion initiative by UNT to fulfill the needs of this very diverse set of target segments. At the very basic level, UNT offered the core value proposition anchored in higher education (college degrees) to our students. However, the needs of this target segments, i.e., students, are changing rapidly because of technological, socioeconomic and political changes, to name a few. Students, are critically evaluating the value created by traditional universities, and other concepts such as time, place, and form utilities are being considered along with the core value offered by a university. These influenced the academic programs and other value propositions offered by UNT at the Frisco campus. The KPIs, i.e., enrollment, SCH, and number of sections at UNT-Frisco saw a healthy growth during 2023-2025 (the head count - 28%, SCH - 36%, and the number of sections - 50%). The programs that saw the highest growth were anchored in Business, Engineering, Information Science, and Psychology.

Further, the needs of other target segments, who looked at the UNT Frisco campus as more than just a source of academic programs, also had to be considered. This helped us create different value propositions for different stakeholders. In addition to the academic programs to enhance human capital, UNT-Frisco also offered a place where industry could enhance their relational capital through industry centered activities.

Courses Taught:

In my teaching role, I have taught Multivariate Statistics and Structural Equation Modeling at the Doctoral level; Managing Innovation, Industry Visit, Marketing Analytics, Pricing Management, International Marketing, Promotional Management, and Marketing Strategy at the Master's level; and Pricing Management, Marketing Principles, Services Management, Retailing, Sales Management, Marketing Channels, New Product Development, and Product & Brand Management at the undergraduate level.

Teaching Philosophy:

I believe in experiential learning. It helps students translate explicit knowledge into their own tacit knowledge. I also believe that a key managerial skill needed is the ability to deal with decision making uncertainties and make decisions under such uncertainty using tacit and explicit knowledge. Other key managerial skills such as communication (oral and written), and teamwork, to name a few, are also emphasized in my classes.

RESEARCH PUBLICATIONS AND PRESENTATIONS

REFEREED JOURNALS (Citations – 9272; h-index-50; i10 index – 98):

1. Paswan, A. K., Rajamma, R. K., Sun, Q., & Suryandari, R. T. (2024). Motivational intricacies behind volunteerism. *Journal of Marketing Theory and Practice*, 32(4), 449-462.
2. Nguyen, T.D., Yaghi, M., Ganesh, G., Blankson, C., Paswan, A. K. & Pavur, R. (2024), Diversity, equity, inclusion, and brand outcomes: a case of higher education, *Journal of Product & Brand Management*, 33 (8), 949-967.
3. Malik, A. Z., Sadeghi R, K., Paswan, A. K. & Kanwal, F. (2024). Incentivized fake reviews: When cognitive reappraisal paves the way for an immoral journey. *Journal of Consumer Behavior*, 23(4), 1962-1978.
4. Thapa, S., Guzmán, F., & Paswan, A. (2024). We are just 10 feet away! How does location-based advertising affect consumer-brand engagement? *Journal of Business Research*, 172, 114425.
5. Rokonuzzaman, M., Alhidari, A., Harun, A., Paswan, A. & D'Souza, D. (2024). Mobile business apps and employee productivity", *Industrial Management & Data Systems*, 124 (2), 859-889.
6. Panda, S., Pandey, S. C., Paswan, A. K., & Pelton, L. E. (2023). Opportunism in an emerging market–franchisee perspective. *Journal of Business & Industrial Marketing*. 38 (10), 2092-2106.
7. Malik, A. Z., & Paswan, A. (2023). Linguistic racism in inter-culture service encounter. *Journal of Consumer Marketing*, 40(5), 585-596. (A)
8. Malik, A. Z., & Paswan, A. (2023). Language-related stereotype threat, customers' well-being and its outcome. *Journal of Services Marketing*, 37(7), 895-910. (A)
9. Iyer, P., M Rokonuzzaman, A Paswan and A Alhidari (2023), B2B brand positioning–A capability (exploration x exploitation) based typology: Cases from the Middle East. *Industrial Marketing Management*. 108, 178-189 (A*)
10. Malik, A.Z., Thapa, S. and Paswan, A.K. (2023), Social media influencer (SMI) as a human brand – a need fulfillment perspective, *Journal of Product & Brand Management*. 32 (2), 173-190. (A).
11. Panda, S., Thapa, S., Paswan, A. and Mishra, S. (2023), Franchising: A Signaling Perspective. *Journal of Business & Industrial Marketing*. 38 (4), 813-827, (A)
12. Thapa, S., Pandey, S., Panda, S., Paswan, A. and Ghimire, A. (2022). Vaping among youth: Reasons, realization, and intention to quit. *Young Consumers*, 23 (4), 512-536.
13. Thapa, Sajani, Guzman, F, Paswan, A. (2022). How isolation leads to purchasing luxury brands: The moderating effects of COVID-19 anxiety and social capital. *Journal of Product & Brand Management*. Forthcoming. 31 (6), 984-1001. (A)
14. Rajamma, R., A. Paswan, & L. E. Pelton (2021), Flipping the script: Consumer's propensity for self-medication, *Journal of Marketing Theory and Practice*, 37 (2), 1-15. (B)
15. Iyer, P., Davari, A., Srivastava, S. & Paswan, A. (2021), Market orientation, brand management processes and brand performance. *Journal of Product & Brand Management*, 30 (2), 197-214. (A)

16. Paswan, A. K., Guzmán, F., & Pei, Z. (2021). Innovation branding: Should all firms be equally ambidextrous? *Journal of Product & Brand Management*, 30 (5), 754-767. (A)
17. Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2021). Organizational ambidexterity, brand management capability and brand performance. *Journal of Business & Industrial Marketing*, 36 (6), 946-961. (A)
18. Ashton, T., Evangelopoulos, N., Paswan, A., Prybutok, V. R., & Pavur, R. (2020). Assessing text mining algorithm outcomes. *Journal of Business Analytics*, 3(2), 107-121. (C)
19. Paswan, A. K., & Panda, S. (2020). B-to-B relationships: A resource, knowledge, and capability (RKC) perspective. *Industrial Marketing Management*, 91, 92-99. (A*)
20. Tran, T. P., Guzmán, F., Paswan, A. K., & Blankson, C. (2020). National versus private brand: A regulatory focus perspective. *Journal of Retailing and Consumer Services*, 57, 102198. (A)
21. Zhi, Pei, Z., Audhesh K Paswan, & Kerri Camp (2020). Valuable strategy and firm performance in the O2O competition, *Industrial Marketing Management*, 85, 167-179. (A*)
22. Rajamma, R., A. Paswan, & N. Spears (2019), User Generated Content (UGC) Misclassification and its Misattribution Effect, *Journal of Consumer Marketing*, 37 (2), 125-138 (A)
23. Guzmán, F., Audhesh Paswan & Niranjana Tripathy (2019). Consumer centric antecedents to personal financial planning, *Journal of Consumer Marketing*, 36 (6), 858-868. (A)
24. Muniz, F., Guzmán, F., Audhesh K Paswan & Crawford, H. (2019), "The immediate effect of corporate social responsibility on consumer-based brand equity", *Journal of Product & Brand Management*, 28(7), 864-879. (A)
25. Panda, Swati, Audhesh K Paswan, Sailendra P. Misra (2019), Impact of positioning strategies on franchise fee structure, *Industrial Marketing Management*, 81, 30-39. (A*)
26. Iyer, P, A. Davari, M. Zolfagharian, & Audhesh K Paswan (2019), Market Orientation, Positioning Strategy and Brand Performance, *Industrial Marketing Management*, 81, 16-29. (A*)
27. Guzmán, F., Audhesh K Paswan, & Kennedy, E. (2019). Consumer brand value co-creation typology. *Journal of Creating Value*, 5(1), 40-52.
28. Pei, Z. & Audhesh K Paswan (2018). Consumers' legitimate and opportunistic product return behaviors in online shopping. *Journal of Electronic Commerce Research*, 19 (4), 301-319.
29. Naderi, I., Audhesh K Paswan & Guzman, F. (2018). Beyond the shadow of a doubt: The effect of consumer knowledge on restaurant evaluation. *Journal of Retailing and Consumer Services*, 45, 221-229. (A)
30. Nguyn, Thuy D, Audhesh K Paswan, Alan Dubinsky (2018), Allocation of salespeople's resources for generating new sales opportunities across four types of customers, *Industrial Marketing Management*, 68, 114-131. (A*)
31. Naletalich, Kelly & Audhesh K Paswan (2018), Art infusion in retailing: The effect of art genres, *Journal of Business Research*, 85, 514-522. (A)
32. Iyer, P., Davari, A., & Audhesh K Paswan (2018). Determinants of brand performance: the role of internal branding. *Journal of Brand Management*, 25 (3), 202-216. (A)

33. Sharma, Ruchi, Audhesh Paswan, Sunil Ambrammal, and Madan Dhanora (2018). Impact of patent policy changes on R&D expenditure by industries in India. *The Journal of World Intellectual Property*, 21, 52-69.
34. Paswan, A. K., & Guzmán, F. (2017). Consumer Value and Time. *Journal of Creating Value*, 3(2), 157-161.
35. Guzmán, F., Audhesh Paswan & Fabrize, R. O. (2017). Crossing the border: changes in self and brands. *Journal of Consumer Marketing*, 34(4), 306-318.
36. Audhesh K. Paswan, Guzmán, Francisco, Jeffrey Lewin (2017). Attitudinal determinants of environmentally sustainable behavior. *Journal of Consumer Marketing*, 34 (5), 414-426.
37. Paswan, Audhesh, Tanawat Hirunyawipada, and Pramod Iyer (2017), Opportunism, governance structure and relational norms: An interactive perspective, *Journal of Business Research*, 77, 131-139.
38. Naderi, I., & Paswan, A. K. (2016). Narcissistic consumers in retail settings. *Journal of Consumer Marketing*, 33 (5), 376-387
39. Sun, Q., Paswan, A. K., & Tieslau, M. (2016). Country Resources, Country Image, and Exports: Country Branding and International Marketing Implications. *Journal of Global Marketing*, 1-14.
40. Iyer, Pramod, Audhesh Paswan, Arezoo Davari (2016), Brand, love and family, *Journal of Product and Brand Management*, (25) 1, 69-83.
41. Paswan, A. K., Gai, L., & Jeon, S. (2016). Alcohol and college students: Reasons, realization and intention to quit. *Journal of Business Research*, (68) 10, 2075-2083.
42. Iyer, Pramod, Davari, Arezoo, and Paswan, Audhesh (2016), Green Products: Altruism, Economics, Price Fairness and Purchase Intention, *Social Business*, 6 (1), 39-64.
43. Alhidari, A., Iyer, P. and Paswan, A., (2015). Personal level antecedents of eWOM and purchase intention, on social networking sites. *Journal of Customer Behavior*, 14(2), 107-125.
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45. Lewin, Jeffrey, Rajasree Rajamma and Audhesh Paswan, (2015), Customer loyalty in entertainment venues: The reality TV genre, *Journal of Business Research*, 68(3), 616-622.
46. Hirunyawipada, Tanawat, Audhesh K. Paswan, and Charles Blankson (2015), Toward the development of new product ideas: Asymmetric effects of team cohesion on new product ideation, *Journal of Business and Industrial Marketing*, 30(7), 855-866.
47. Gopala Ganesh, Paswan, Audhesh K., and Sun, Qin (2015). Are face-to-face classes more effective than online classes? An empirical examination, *Marketing Education Review*, 25(2), 67-81.
48. Guzmán, Francisco, Audhesh K. Paswan, Eric VanSteenburg (2015). Self-referencing and political candidate brands: A congruency perspective. *Journal of Political Marketing*. 14(1-2), 175-199.
49. Paswan, Audhesh K., John Crawford, Waros Ngamsiriudom, and Thuy Nguyn, (2014). Consumer reaction to price increase: An investigation in gasoline industry, *Journal of Product and Brand Management*, 23 (3), 220-229.

50. Boakye, K. G., T. McGinnis, T., V. R. Prybutok, V. R., & A. K. Paswan, (2014), Development of a service continuance model with IT service antecedents. *Journal of Retailing and Consumer Services*, 21 (5), 717-724.
51. Paswan, Audhesh, Derrick D'Souza, and Rajasree K. Rajamma (2014). Value co-creation through knowledge exchange in franchising. *Journal of Services Marketing*, 28 (2), 116-125.
52. Pei, Zhi, Audhesh Paswan, Ruiliang Yang (2014). E-tailer's return policy, consumer's perception of return policy fairness and purchase intention, *Journal of Retailing and Consumer Services*, 21, 249-257.
53. Suryandari, Retno Tanding and Audhesh K. Paswan (2014), Online customer service and retail type-product congruence, *Journal of Retailing and Consumer Services*, 21 (1), 69-76.
54. Barat, Somjit, Clinton Amos, Audhesh Paswan and Gary Holmes (2013), An exploratory investigation into how socioeconomic attributes influence coupons redeeming intentions, *Journal of Retailing and Consumer Services*, 20 (2), 240-247.
55. Hirunyawipada, Tanawat, Audhesh K. Paswan, (2013), Does goal constraint help teams produce better new product ideas? *Journal of Business Research*. 66 (11, Nov), 2332-2337.
56. Blankson, Charles, Audhesh K. Paswan, and Kwabena Boakye (2012), College students' consumption of credit cards, *International Journal of Bank Marketing*. 30 (7), 567-585).
57. Paswan, Audhesh K. and Ming-Sung Cheng, (2012), Franchisee role perceptions and expectations: A study in Taiwanese franchise industry, *Journal of Marketing Channels*. 20, 1-16.
58. Paswan, Audhesh K., Francisco Guzman, and Charles Blankson (2012), Business to business governance structure and marketing strategy, *Industrial Marketing Management*, 41, 908-918.
59. Qin Sun and Audhesh Paswan (2012), Country branding through Olympic games, *Journal of Brand Management*. 19 (8), 641-654.
60. Gary Holmes and Audhesh Paswan (2012), Consumer reaction to new package design, *Journal of Product and Brand Management*, 21 (2), 109-116. **(Chosen for 2013 Highly Commended Paper Award)**
61. Paswan, Audhesh K. and Trang Phuc Tran (2012), Vietnam and entrepreneurial private enterprises: A macromarketing perspective, *Journal of Macromarketing*, 32 (1), 18-30.
62. Qin Sun and Audhesh Paswan (2011), Country branding using product quality, *Journal of Brand Management*, 19 (2), 143-158.
63. Jeffrey Lewin, David Strutton and Audhesh Paswan (2011), Conflicting stakeholder interests and natural gas: A macromarketing perspective, *Journal of Macromarketing*, 31 (4), 340-358.
64. Paswan, Audhesh K., Charles Blankson, and Francisco Guzman (2011), Relationalism in marketing channels and marketing strategy, *European Journal of Marketing*, 45 (3), 311-333.
65. Zolfagharian, M. and A. Paswan (2010), Consumer perceptions of service innovativeness and personal control, *Services Marketing Quarterly*, 31 (1), 89-105.
66. Paswan, Audhesh K., María de los Dolores Santarriaga Pineda, Francisco Carlos Soto Ramirez (2010), Small versus large retail stores: A consumer perspective in an emerging market – MEXICO, *Journal of Business Research*. 63 (7), 667-672

67. Gopala Ganesh, Paswan, Audhesh K. (2010), Teaching basic marketing accountability using spreadsheets: an exploratory perspective, *Journal of Business Research*, 63 (2), 182-190.
68. Paswan, Audhesh K. (2009), Environmental antecedents of channel opportunism, *Journal of Marketing Channels*, 16 (4), 309-326.
69. Paswan, Audhesh, Derrick D'Souza, and Mohammad Ali Zolfagharian (2009). Towards a contextually anchored service innovation typology, *Decision Science Journal*, 40 (3), 513-540.
70. Amos, Clinton and Audhesh Paswan (2009), Getting past the trash bin: Attribution about envelope message, envelope characteristics, and intention to open direct mail, *Journal of Marketing Communications*, 15 (4), 247-265.
71. Guzmán, Francisco and Audhesh Paswan (2009), Brand personality of Mexican media: a cross-national study, *the Journal of International Marketing*, 17 (3), 71-86.
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73. Paswan, Audhesh K. C. Michael Wittmann, (2009), Knowledge management and franchise systems, *Industrial Marketing Management - Special issue on Knowledge Management*. 38 (2), 173-180.
74. Paswan, Audhesh K. and Gopala Ganesh (2009), "Higher education institutions - Satisfaction and loyalty among international students," *the Journal of Marketing for Higher Education*, 19 (1), 65-84.
75. Rajamma, Rajasree K., Audhesh Paswan, and Muhammad Hussain (2009), "Why do shoppers abandon shopping cart-perceived waiting time, risk, and transaction inconvenience," *Journal of Product and Brand Management*. 18 (3), 188-197.
76. Lee, Dongdae, Audhesh K. Paswan, Gopala Ganesh, and M. J. Xavier, (2009), "Out-shopping through the Internet: A Multi-country Investigation," *Journal of Global Marketing*, 22 (1), 53-66.
77. Troy, Lisa, Tanawat Hirunyawipada, and Audhesh K. Paswan (2008), "Cross-functional integration and new product success: An empirical investigation of the findings," *Journal of Marketing*. 72 (November), 132-146.
78. Zolfagharian, Mohammadali and Audhesh Paswan (2008), "Service innovativeness and quality: A model for consumer perception and evaluation," *Journal of Services Marketing*. 22 (5), 338-352.
79. Yin, Tong and Audhesh Paswan (2007), "Consumer reference price and the internet characteristics," *Journal of Product and Brand Management*, 16 (4), 269-279.
80. Rajamma, Rajasree K., Audhesh Paswan, and Gopala Ganesh (2007), "Services purchased at brick and Mortar versus online stores, and shopping motivation," *Journal of Services Marketing*. 21 (3), 200-212.
81. Paswan, Audhesh, Nancy Spears and Gopala Ganesh (2007), "The effects of obtaining one's preferred service brand on consumer satisfaction and brand loyalty," *Journal of Services Marketing*. 21 (2), 75-87.
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83. Hirunyawipada, Tanawat, and Audhesh K. Paswan (2006), "Consumer Innovativeness and Perceived Risk: Implications for High Technology Product Adoption," *Journal of Consumer Marketing*. 23 (4), 182-198.
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88. Paswan, Audhesh K., Lou Pelton, and Sheb True (2005), "Perceived managerial sincerity, feedback seeking orientation and motivation among front-line employees of a service organization," *Journal of Services Marketing*, 19 (1), 3-12.
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91. Paswan, Audhesh K. and Prasad Kantamneni (2004), "Public opinion and franchising in an emerging market," *Asia Pacific Journal of Marketing and Logistics*, Vol. 16 (2), 46-61.
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99. Paswan, Audhesh, and Joyce A. Young (2002) "A causal analysis of process variables in student evaluation of instructors," *Journal of Marketing Education*, 24 (2), 193-202.

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5. Paswan, Audhesh, Editor (2002), *Internets, Intranets and Extranets: New Waves in Channel Surfing*, Best Business Books, The Haworth Press, Inc, NY.
6. Paswan, Audhesh, Rajiv P. Dant, and Joyce A. Young (2001), "The Evolution of Franchising in India: Prospects and Caveats," (as a Chapter in) *International Franchising in Emerging markets*, Commerce Clearing House, Ch 8, 131-157.
7. Paswan, Audhesh, Joyce A. Young, S Prasad Kantamneni (2001), "Public Opinion about Franchising in an Emerging Market: An Exploratory Investigation Involving Indian Consumers," (as a Chapter in) *International Franchising in Emerging markets*, Commerce Clearing House, Ch 10, 173-186.
8. Young, Joyce A., and Audhesh Paswan (2001), "Co-Branding in Franchising," (as a Chapter in) *Franchising*, ed. Robert Justis and Richard Judd, Dame Publishing, Houston, TX.

BOOK REVIEWS:

1. Paswan, Audhesh K. (2014), Review of "The Innovator's DNA: Mastering the five skills of disruptive innovators," by Jeff Dyers, Hall Gregersen, and Clayton M. Christensen in the Book Review Section of *Journal of Product and Brand Marketing*, (Forthcoming).
2. Paswan, Audhesh K. (2012), Review of "Gender, Design and Marketing," by Gloria Moss in the Book Review Section of *Journal of Consumer Marketing*, 29 (6), 146-147.
3. Paswan, Audhesh K. (2012), Review of "Coolfarming: Turn your great ideas into the next big thing," by Peter Gloor in the Book Review Section of *Journal of Product and Brand Marketing*, 2, 148.
4. Paswan, Audhesh K. (2010), Review of "Branding Only Works on Cattle," by Jonathan Salem Baskin in the Book Review Section of *Journal of Product and Brand Marketing*, 2/3, 153-154.
5. Paswan, Audhesh K. (2008), Review of "Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty," by Dan Stiff, in the Book Review Section of *Journal of Product and Brand Marketing*, 17 (4/5), 287-288.
6. Paswan, Audhesh K. (2007), Review of "Profit Brand: How to increase the profitability, accountability and sustainability of brands" by Nick Wreden, in the Book Review Section of *Journal of Product and Brand Marketing*, 16 (4/5), 293-294.
7. Paswan, Audhesh K. (2006), Review of "Higher Profits through Customer Lock-In" by Joachim Büschken, in the Book Review Section of *Journal of Consumer Marketing*, 23 (2/3), 114-115.
8. Paswan, Audhesh K. (2005), Review of "A Knight's Code of Business: How to Achieve Character and Competence in the Corporate World" by Gene Del Vecchio (illustrated by Roderick Fong), in the Book Review Section of *Journal of Consumer Marketing*, 22, (4/5), 238-239.
9. Paswan, Audhesh K. (2005), Review of "Fish Sticks" by Stephen C. Lundin, John Christensen, and Harry Paul, in the Book Review Section of *Journal of Consumer Marketing*, 22, (4/5), 235-236.

10. Paswan, Audhesh K. (2005), Review of "Brand Babble: Sense and Nonsense about Branding" edited by Don E. Schultz and Heidi F. Schulz, in *the Book Review Section of Journal of Product and Brand Management*, 14, (2/3), 211-212.
11. Paswan, Audhesh K. (2002), Review of "The Knowledge Advantage" edited by Rudy Ruggles and Dan Holthouse, in *the Book Review Section of Journal of Consumer Marketing*, 19 (5), 441-445.
12. Paswan, Audhesh K. (2001), Review of "Another One Bites the Grass" by Simon Anholt, in *the Book Review Section of Journal of Consumer Marketing*, 18 (3), 278-284.
13. Paswan, Audhesh K. (2000), Review of "How Advertising Works – The Role of Research" by John Philip Jones, in *the Book Review Section of Journal of Consumer Marketing*, Vol 17, #4, 362-366.
14. Paswan, Audhesh K. (1998), Review of "Marketing to the Mind: Right Brain Strategies for Advertising and Marketing" by Richard C. Maddock and Richard L. Fulton, in *the Book Review Section of Journal of Academy of Marketing Science*, Vol 26, #1 (Winter), 68-69.

TRADE PUBLICATION (reviewed by the editorial staff):

1. Paswan, Audhesh K. (2012), "Sustainability and Franchising," *Franchise-Plus*, International column, September-October.
2. Paswan, Audhesh K. (2012), "Franchisee Role and Expectations," *Franchise-Plus*, International column, July-August.
3. Paswan, Audhesh K. (2012), "Franchising, Knowledge Transfer, and Development in Emerging Markets," *Franchise-Plus*, International column, April-May.
4. Paswan, Audhesh K. (2011), "Indian Franchising - 2011," *Franchise-Plus*, International column, *Franchise-Plus*, International column, January-February.
5. Paswan, Audhesh K. (2011), "Franchise Service Innovation," *Franchise-Plus*, International column, November-December.
6. Paswan, Audhesh K. (2011), "Franchising and Technology," *Franchise-Plus*, International column, May-June.
7. Paswan, Audhesh K. (2011), "Efficiency and effectiveness in a Franchising," *Franchise-Plus*, International column, February-March
8. Paswan, Audhesh K. (2010), "Indian Franchise Industry – Looking Forward," *Franchise-Plus*, International column, January-February.
9. Paswan, Audhesh K. (2010), "Taking Stock of Franchising in India – 2010," *Franchise-Plus*, International column, November-December.
10. Paswan, Audhesh K. (2010), "Entrepreneur – Franchisor – Entrepreneur," *Franchise-Plus*, International column, May-June.
11. Paswan, Audhesh K. (2010), "Franchise Market in India – Future Outlook," *Franchise-Plus*, International column, February-March.
12. Paswan, Audhesh K. (2009), "Theoretical Frameworks in Franchising," *Franchise-Plus*, International column, Nov-Dec.
13. Paswan, Audhesh K. (2009), "HRM and Franchising," *Franchise-Plus*, International column, Sept-Oct.
14. Paswan, Audhesh K. (2009), "Goods Versus Service Debate in Franchising," *Franchise-Plus*, International column, June-July.
15. Paswan, Audhesh K. (2009), "Franchisor-Franchisee conflict," *Franchise-Plus*, International column, Feb-March.
16. Paswan, Audhesh K. (2008), "Franchise model as a mode of expansion in the current economic scenario"

Franchise-Plus, International column, Nov-Dec.

17. Paswan, Audhesh K (2008), "When Your Franchisor Goes Bankrupt" *Franchise-Plus*, International column, September-Oct.
18. Paswan, Audhesh K (2008), "Franchising and Service Quality" *Franchise-Plus*, International column, July-August.
19. Paswan, Audhesh K (2008), "Retailing in India – Consumer Trends" *Franchise-Plus*, International column, May-June.
20. Paswan, Audhesh K (2008), "Growth of Franchising Sector in India" *Franchise-Plus*, International column, March-April.
21. Paswan, Audhesh K (2008), "Franchising in India: a bird's eye view" *Franchise-Plus*, International column, Jan-Feb.
22. Paswan, Audhesh K (2007), "How to go about rural franchising?" *Franchise-Plus*, International column, Nov-Dec.
23. Paswan, Audhesh K (2007), "Innovation and franchising," *Franchise-Plus*, International column, Sept-Oct.
24. Paswan, Audhesh K (2007), "Pricing and Implications for Franchising" *Franchise-Plus*, International column,, June-July.
25. Paswan, Audhesh K (2007), "Franchising - A Tool of Socio/Economic Development" *Franchise-Plus*, International column, March-April.
26. Paswan, Audhesh K (2007), "Why it's taxing to identify Indian franchises?" *Franchise-Plus*, International column, January-February.
27. Paswan, Audhesh K (2006), "Threats that Franchising Operations May Face" *Franchise-Plus*, International column, Nov-Dec
28. Paswan, Audhesh K (2006), "Why It's Taxing To Identify Indian Franchises" *Franchise-Plus*, International column, Vol 3 (3), July-August.
29. Paswan, Audhesh K (2006), "Franchising – Revolutionizing Indian Retail" *Apparel*, Feature article, June-July, 218-223.
30. Paswan, Audhesh K (2006), "Pricing as an Effective Marketing Tool," *Franchise-Plus*, International column, May-June, 42-43.
31. Paswan, Audhesh K (2006), "The Many Facets of Franchising," *Franchise-Plus*, International column, March-April.
32. Paswan, Audhesh K (2006), "How to Motivate Front-Line Employees of a Franchise Organization?" *Franchise-Plus*, International column, January-February.
33. Paswan, Audhesh K (2005), "Efficiency versus Effectiveness and Franchising," *Franchise-Plus*, International column, Nov-Dec
34. Paswan, Audhesh K (2005), "Innovation in Franchising: A Consumers' Perspective," *Franchise-Plus*, International column, Sept-Oct.
35. Paswan, Audhesh K (2005), "Can You Franchise Anything?" *Franchise-Plus*, International column, July-August.
36. Paswan, Audhesh K (2005), "Innovation - A Sociological Perspective," *Franchise-Plus*, International column, May-June, 42-43.
37. Paswan, Audhesh K (2005), "Managing Franchisee Expectations," *Franchise-Plus*, International column, March-April, 42-43.
38. Paswan, Audhesh K (2005), "CRM makes Franchise Systems work best," *Franchise-Plus*, International column, January-February, 96-97.
39. Paswan, Audhesh K (2004), "Franchising, Services, and Brand Personality," *Franchise-Plus*, International column, November-December, 35-36.
40. Paswan, Audhesh K (2004), "Franchising and Knowledge Management," *Franchise-Plus*, International column, September-October, 35-36.

41. Paswan, Audhesh K (2004), "Franchise Systems – Hierarchy versus Network," *Franchise-Plus*, International column, July-August, 49-50.
42. Paswan, Audhesh K (2004), "Franchising in India: A Different Animal Altogether?" *Franchise-Plus*, International Column, May-June, 45-46.
43. Dant, Rajiv P., Audhesh K. Paswan, and Patrick J. Kaufmann (2003), "What We Know About Ownership Redirection in Franchising: A Meta Analyses," *Franchising – An International Perspective*, eds. John Stanworth and Frank Hoy, Ruteledge, 234-252 (this article originally appeared in the *Journal of Retailing*, 72, 4, 429-444).
44. Paswan, Audhesh K. and Rajiv P. Dant (1995), "Franchising in India: An Introduction" (Special Report) *World Franchise & Business Report*, A Franchise Update Publication, Summer Ed., 14-17.

PUBLICATIONS IN REFEREED PROCEEDINGS:

1. Iyer, Pramod, Audhesh Paswan, Md. Rokonzaman (2015), "Consumer preference in the fast food restaurant industry," *International Society of Franchising (ISOF) Annual Conference*, Groningen, Netherland.
2. Paswan, Audhesh, Pramod Iyer, Sua Jeon, and Retno Tanding Suryandari (2015), "A knowledge perspective of franchise brand management," *International Society of Franchising (ISOF) Annual Conference*, Oveido, Spain.
3. Paswan, Audhesh, Pramod Iyer, and Arezoo Davari (2015), "Marketing strategy typology anchored in consumer-value," *AMA Winter Educators' Conference*, San Antonio, TX.
4. Paswan, Audhesh, Suryandari, Retno Tanding (2014), An Associative Network of Franchising Brand, 28th Annual International Society of Franchising Conference, Louisiana, U.S.A., February 21-23.
5. Paswan, Audhesh, Pramod Iyer, and Arezoo Davari (2014), "Brands - What's love got to do with it?" *AMS Annual Conference*, Indianapolis, IN.
6. Nguyn, Thuy and Audhesh Paswan (2013), Self-control and sustainable consumer behavior. *Academy of Marketing Science*, Monterey, CA, May 15-18.
7. Paswan, Audhesh, Derrick D'Souza, Retno Tanding Suryandari (2013), Knowledge Management in International Franchise Networks, 27th Annual International Society of Franchising Conference, Franchise Management School, Beijing Normal University-Zhuhai, People's Republic of China, March 13-16.
8. Paswan, Audhesh K. and Rajasree Rajamma, (2012), "Franchising, Knowledge Transfer, and Development in Emerging Markets," *Academy of Marketing Science-World Marketing Congress-Cultural Perspective in Marketing*, Atlanta, August.
9. Paswan, Audhesh K. and Ming-Sung Cheng, (2012), "Franchisee Role Perceptions and Expectations: A Study in Taiwanese Franchise Industry" *International Society of Franchising*, Tampa, Florida, May.
10. Paswan, A. (2011). Antecedents of initial franchisee investments in emerging markets: evidence from India. *International Society of Franchising*, Boston, MA, June.
11. Naderi, I., Paswan, A., Guzman, F., & Young, J. (2011). Knowledge about Restaurant Affiliation (Franchised or Non-Franchised) and Restaurant Evaluation. *International Society of Franchising*, Boston, MA, June.
12. Mohammad Zolfagharian and Audhesh Paswan (2010), "Customer Co-Production and Service Innovation Characteristics: A Conceptual Argument," *Academy of Marketing Science*, Portland, Oregon, May.

13. Mohammad Zolfagharian, Audhesh Paswan (2010), "HRM Challenges Facing the Franchise Sector," *International Society of Franchising*, Sydney, Australia, June.
14. Qin Sun, Audhesh Paswan, M. Tieslau (2010), "Country Resources, Country Image, and Export Performance: A Panel Data Analysis," *Winter AMA Conference*, New Orleans, February.
15. Paswan, Audhesh K. Derrick D'Souza, and Mohammadali Zolfagharian (2009), "Franchising and Innovation," 2009 *International Society of Franchising* Conference, San Diego, Feb 13-14, #8.
16. Rajasree, K. Rajamma, Audhesh Paswan, and Jeffery Lewin (2009), "Determinants of Loyalty toward Reality Television Shows: An Exploratory Study," "2009 *Winter American marketing Association* Conference, Tampa, Florida
17. Paswan, Audhesh K. Jeffery Lewin, and Deborah King (2008), "Civility, Manners, and Etiquette: Should Businesses Bother about such Gobble-dy-Gook," *American Marketing Association* Annual Conference, San Diego, August 10-12, 292-293.
18. Paswan, Audhesh K. (2008), "Franchising in India: An Evolutionary Perspective," 2008 *International Society of Franchising* Conference, Saint Malo, France, June 20-21.
19. Paswan, Audhesh K., and John Crawford (2008), "Consumer Reaction to Gasoline Price Increase – Price and Environmental Consciousness," *Academy of Marketing Science* Annual Conference, Vancouver, May 28-31, 117.
20. Paswan, Audhesh K., and Roger Johns (2007), "Is a Franchisee Entrepreneur or Employee? An Exploratory Investigation of Perceptions about being a Franchisee," 2007 *International Society of Franchising* Conference, Las Vegas, Feb 24-27.
21. Ganesh, Gopala, D. Lee, A. K. Paswan and MJ Xavier (2007). "Outshopping and E-tailing: A Multi-Country Investigation, 2nd Annual Conference on Research in Marketing, IIMA, January 4-5.
22. Paswan, Audhesh K., and Mohammadali Zolfagharian (2006), "Franchising and Innovativeness: The Consumer's Perspective," 2006 *International Society of Franchising* Conference, California, Feb 24-27.
23. Paswan, Audhesh, María de los Dolores Santarriaga Pineda, and Francisco Carlos Soto Ramirez (2006), "A Consumer Perspective of Small (Mom-and Pop) versus Large Department Stores: An investigation in an Emerging Market – MEXICO," 2006 *Academy of Marketing Science* Conference, San Antonio, May 24-27.
24. Audhesh Paswan and Berndt, Adele D (2005), "CRM and Franchise Systems," Accepted for the *International Society of Franchising Conference*, London, UK, May 20-22..
25. Paswan, Audhesh K., and Lisa Troy (2005), "An Investigation of Perceptual Factors Influencing Consumer's Intention to Adopt Radical Versus Incremental New Products," 2005 *Winter American marketing Association* Conference, San Antonio, Feb.
26. Vahie, Archana, Audhesh Paswan (2004), "Antecedents of Store-Brand Image," *Academy of Marketing Science Conference*, Vancouver, Canada, May 28-30.
27. Johns, Roger, Audhesh K. Paswan, and David Strutton (2004), "Franchise Selection Processes: A Preliminary Investigation of the Decisional Criteria used by Franchisees," the *International Society of Franchising Conference*, Las Vegas, March 5-7.

28. Macintyre, Faye, Joyce Young, and Audhesh Paswan (2004), "Franchisors' Websites: Documenting Promotional Activities," the *International Society of Franchising Conference*, Las Vegas, March 5-7.
29. Paswan, Audhesh K., and Lisa Troy (2004), "Motivations to Join and Membership Level: An Exploration in the Museum Industry," 2004 *Winter American marketing Association Conference*, Arizona, Feb.
30. Ganesh, Gopala, D. Lee, A. K. Paswan and MJ Xavier (2004). "Consumer Perceptions of Shopping Characteristics and Preference for Online versus Offline Shopping: Comparing American, Indian and Korean Consumers", *Emerging Markets Conference*, IIMK, India, December 21-22.
31. Paswan, Audhesh K and C. Michael Wittmann (2003), "Franchise Systems and Knowledge Management", with the *International Society of Franchising Conference*, San Antonio, Feb 17-18.
Note: This paper is the winner of 2003 International Franchise Association Educational Foundation's Arthur Karp Research Award for "Best Applied Paper". The award includes an amount of \$2,000, \$1,000 stipend, and a complimentary registration for the IFA Convention in San Antonio.
32. Paswan, Audhesh and Prasad Kantamneni, (2003), "Public-Perception of about Franchising and its Relation with Consumer Behavior," *The World Marketing Congress*, June, Perth Australia.
33. Kantamneni, Prasad S., Audhesh K. Paswan, Somayajulu Garimella, Venkata RamanaVedula, (2003) Consumer Perceptions of Privatization of India: Evidence and Implications," *The World Marketing Congress*, June, Perth Australia.
34. Paswan Audhesh K, Gopala Ganesh, Nancy Spears, and Ron Hasty (2002), "Search Quality of banking Services: A Contingency Perspective," *the 2002 AMA Educator's Conference Proceedings*, San Diego, Vol 13, 212-3.
35. Paswan Audhesh K, and Gopala Ganesh (2002), "Public Policy and Public Opinion: Globalization and Market Driven Economic Reforms" with *the Academy of Marketing Science Conference*, Florida.
36. Paswan Audhesh K, and Dheeraj Sharma (2002), "Brand – Country of Origin Association and Image: Investigation in Franchising Context," with the *International Society of Franchising (ISOF), 16th Annual Conference*, February 9-10.
37. Paswan Audhesh K, and Gopala Ganesh (2001), "Antecedents and Consequences of Perceived Cultural Proximity: An Investigation in a Services Context," with *the 2001 Royal Bank Research Seminar*, Montreal, Canada, September 28-29, 2001.
38. Paswan Audhesh K, Madhav Pappu, and Gopala Ganesh (2001), "Learning Augmentation Services: A Consumer Perspective," with *the 2001 American Marketing Association Summer Educator's Conference*, Washington, USA, August 11-14, 2001.
39. Paswan Audhesh K, Joyce A. Young, and Madhav Pappu (2001), "Goal Orientation and Channel Support Activities in the Indian Market," with *the 10th Biennial World Marketing Congress*, Cardiff, Wales, UK, June 27-July 1, 2001.
40. Paswan Audhesh K, and Gopala Ganesh (2001), "Familiarity with and Evaluation of "E" versus Brick and Mortar Stores: An Exploratory Investigation," with *the Academy of Marketing Science Conference*, May 29-June 2, San Diego.

41. Paswan Audhesh K, Jerome Loustau, and Joyce A. Young (2001), "Franchise Network Organization: Toward A Virtual Reality," with *The 15th Annual International Society of Franchising Conference*, Las Vegas, February 24-25.
42. Paswan Audhesh K, Joyce A. Young, and Prasad Kantamneni (2001), "Public Opinion about Franchising in an Emerging Market: An Exploratory Investigation Involving Indian Consumers," with *The 15th Annual International Society of Franchising Conference*, Las Vegas, February 24-25.
43. Green, Robert, Joyce Young, and Audhesh Paswan (2000), "A Comparison of Services Business Characteristics: An U.S. Study of Hispanic and Anglo Health Care Providers," in *The Proceeding of the 2000 Society of Marketing Advances Conference*, Florida.
44. Paswan, Audhesh, and Gopala, Ganesh (2000), "The Computer Savvy Generation and Internet Shopping: An Exploratory Investigation", in *The Proceeding of the 2000 Society of Marketing Advances Conference*, Florida.
45. Green, Robert, Joyce Young, and Audhesh Paswan (2000), "Difference in Business Characteristics of Asian and Anglo Health Care Providers in the United States," with *The 2000 Academy of Marketing Science Multicultural Marketing Conference*, Kowloon, Hong Kong, Sept 17-20.
46. Chowdhury, Jhinuk, Audhesh K. Paswan, and Lou Pelton (2000), "Personalization, Interaction, Privacy, and Pressure: Relationship Factors in Electronic Transaction," in the *Proceedings of the 2000 American Marketing Association Educators' Conference*, 311-312.
47. Paswan, Audhesh K, and Jhinuk Chowdhury (2000), "Consumer protection and Non-Government Organizations (NGO) in a Developing Market," with *The 2000 Academy of Marketing Science Annual Conference*.
48. Paswan, Audhesh K., Alka Subramanian (1999), "A Contingency Perspective of Student Performance in the Principles of Marketing Class," in the *Proceeding of the 1999 Academy of Marketing Science Conference*, Florida, 301-305.
49. Paswan, Audhesh K., Srinivasan Ragothaman, and R. S. M. Lau (1999), "Environmental Strategy Dimensions – An Exploratory Study in the Chemical Industry," in the *Proceeding of the 1999 Midwest Decision Science Institute*, Lincoln.
50. Young, Joyce A., Cassondra Hoggatt, and Audhesh K. Paswan (1999), "Co-Branding Relationships: Franchisors Partnering with Other Franchisors", for the *Society of Franchising Conference*, Miami Beach, Florida, #3.
51. Paswan, Audhesh K., Joyce Young, and Newell Chiesl (1998), "Student ratings of Instruction: A Causal Analysis of process variables", in the *Annual Proceeding of the Decision Science Institute*, Las Vegas.
52. Paswan, Audhesh K. and Joyce Young (1998), "Macneil's Relational Norms and Channel Support: An Exploratory Study in The Indian market", in the *Proceeding of the Biennial World marketing Congress*, Vienna, Austria.
53. Paswan, Audhesh K., and Joyce Young (1998), "The Case of Outdoor Sign: Perceptual Differences Between Franchisee Owners and Managers: Real and Perceptual Differences", for the *Society Franchising Conference*, Las Vegas, March 1998.
54. Paswan, Audhesh K., Srinivasan Ragothaman, and Kumoli Ramakrishnan (1998), "Worldwide Web and Business Education: A Path Analytic Investigation," in the *Proceeding of the 1998 Midwest Decision Science Institute*, Lincoln, 32-34.

55. Paswan, Audhesh K., and Joyce Young (1997), "Student Assessment of Marketing Instructors: A cross-sectional Comparison at One State University", in the *Proceeding of the Southern Marketing Association Conference*, 171-174.
56. Paswan, Audhesh K., and Joyce Young (1997), "A Validation of MacNeil's Relational Norms in an Indian Context," in the *Proceeding of the Eighth Biennial World Marketing Congress*, 460-467.
57. Paswan, Audhesh K., and Sandra Loeb (1997), "Discriminatory Power of Retailing Factors," in *1997 Southwestern Marketing Association Conference Proceedings*, New Orleans, Louisiana, 176-181.
58. Paswan, Audhesh K., and Kumoli Ramakrishnan (1997), "An Empirical Analysis of Home and Host Country Environments on Foreign Direct Investment," in *1997 Proceeding of the Academy of International Business (Southwest Regional Meeting)*, New Orleans, Louisiana, 116-128.
59. Paswan, Audhesh K. (1997), "To Own..or..Not to Own" in the *Proceeding of the 1997 Society of Franchising Conference*, Orlando, Florida, Paper # 11.
60. Young, Joyce, Audhesh K. Paswan, John M. Buch, and Lori Ashby (1997), "Fast-food Franchises and Supercenters: A Tale of Two Alliances and Beyond" in the *Proceeding of the 1997 Society of Franchising Conference*, Orlando, Florida, Paper # 7.
61. Lau, R. S. M. and Audhesh K Paswan (1996), "An exploratory Study of Quality Work Life," *The Human Resources Management: On The Eye of The 21st Century, The Fourteenth Annual Proceedings of The International Association of Management*, Vol 14:1, 95-101.
62. Paswan, Audhesh K., and Joyce Young (1996), "Student Ratings of Instruction: A Causal Analysis of process Variables," at the *1996 Academy of Marketing Science Conference Proceedings*, 263 (only Abstract).
63. Paswan, Audhesh K., Joyce Young (1996), "Ownership Redirection in Franchising: The Moderating Effect of Relationalism," at the *1996 Academy of Marketing Science Conference Proceedings*, 82-88.
64. Paswan, Audhesh K. and Suresh Subramanian (1996), "Communication of Feelings and Relationship: Greeting Card Buying Behavior," at the *1996 Academy of Marketing Science Conference Proceedings*, 7-13.
65. Dant, Rajiv P., Audhesh K. Paswan (1996), "A Path Analytic Investigation of the Ownership Redirection Hypothesis" in *Society of Franchising Conference and Proceedings*, Honolulu, Hawaii, Paper # 21.
66. Paswan, Audhesh K., James H. Barnes, and Faye W. Gilbert (1995), "Linear Composite Scores and Fit Indices of Confirmatory Factor Analyses," in *Marketing: Foundations for a Changing World*, Brian Engelland and Denise T. Smart, editors, Proceedings of the Annual Conference of the Southern Marketing Association, Orlando, Florida, November 8-11, 390-394.
67. Paswan, Audhesh K. and Rajiv P. Dant (1995), "Franchising in India: An Introduction" in *Society of Franchising Conference and Proceedings*, Puerto Rico, Paper # 10.
68. Barnes, James H., Audhesh K. Paswan and Faye W. Gilbert (1994), "Number of Factors Obtained by Chance: A simulation Study," in *Developments in Marketing Science*, Elizabeth J. Wilson and William C. Black, editors, Proceedings of the Annual Conference of the Academy of Marketing Science, Nashville, Tennessee, June 1-4, Volume XVII, 280.

69. Paswan, Audhesh K., Rajiv P. Dant, and James R. Lumpkin (1994), "Interrelationships Between Environmental Uncertainty and Relationalism," in *Renaissance in Marketing Thought and Practice*, American Marketing Association Winter Educator's Conference, Florida, February 19-22.
70. Paswan, Audhesh K. and Rajiv P. Dant (1994), "Operationalizing Ownership Redirection: What Have We Been Measuring?" in *Society of Franchising Conference and Proceedings*, Las Vegas, February 13-14.
71. Paswan, Audhesh K., Rajiv P. Dant, and James R. Lumpkin (1993), "Interrelationships Between Structural and Relational Dimensions," in *Developments in Marketing Science*, Michael Levy and Dhruv Grewal, editors, Proceedings of the Annual Conference of the Academy of Marketing Science, Miami, Florida, May 26-29, Volume XVI, 596.
72. Paswan, Audhesh K. (1993), "Cultural Dimensions: Effect on Franchising Governance Structure," in *Excellence '93: A Bridge to Success*, Rajiv P. Dant, editor, Society of Franchising Proceedings, San Francisco, California, February 7-8, Paper # 20.
73. Paswan, Audhesh K., James H. Barnes, and Sheryl L. Szeinbach (1992), "Wave Patterns in Personal Consumption Expenditure," in *John Lawrence Multidisciplinary Symposium on Self-Organization, Chaos and the Dynamics of Life Proceedings*, The University of South Dakota, November, 13-15.
74. Dant, Rajiv P., Patrick J. Kaufmann and Audhesh K. Paswan (1991), "Exploring the Rationale of Dual Distribution in Franchised Channels," in *Franchising: Embracing the Future*, John R. Nevin, editor, Lincoln, Nebraska: International Center for Franchise Studies, The University of Nebraska, # 15.

SAMPLE OF RESEARCH IN PROGRESS:

1. Time travel in value creation.
2. "What is Marketing?" a critical look at the scope of Marketing.
3. Service Innovation and its antecedents.
4. Opportunism and strategy.
5. Civility, Manners and Etiquette, and Businesses.
6. Non-profit Organizations and Consumerism.

PROFESSIONAL ACTIVITIES:

1. AACSB faculty mentor for IIM Raipur-2021-ongoing
2. AACSB faculty mentor for IIM Ranchi-2020-ongoing
3. Panel member – University Leadership Summit (by Marcus Evans group), DFW, TX, Oct 16-17, 2025.
4. Member, ETS Global Business School Advisory Council (BSAC), since September 2022.
5. Member, Board of USICOC – 2024 and 2025.
6. Member, Editorial Board, *Journal of Marketing Theory and Practice* (2010, 2011).
7. Consistently review papers for *Journal of Academy of Marketing Science*, *Journal of Product and Innovation Management*, *Journal of Product and Brand Management*, *Journal of Retailing*, *Journal of Services Marketing*, *International Journal of Retailing and Distribution Management*, *Journal of Business Review*, *Journal of Marketing Theory and Practice*, *Journal of Marketing Channels*, *Journal of Business & Entrepreneurship*, *Journal of Personal Selling and Sales Management*, *Journal of Small Business Management*; and *International Society of Franchising*, *AMA Educators Conference*, and *Academy of Marketing Science Conference*.
8. Consistently attend *Academy of Marketing Science Conferences*, *American Marketing Association Conferences*, and *International Society of Franchising Conferences*.
9. Member of American Marketing Association, Academy of Marketing Science, Pi Sigma Epsilon Honor Society, Mu Kappa Tau Honor Society, and American Taekwondo Association

HONORS AND RECOGNITION:

1. 2023-26: Listed in the best Business and Management Scientists list by Research.com (ranked 1440 in the World and 617 in the US) - <https://research.com/university/business-and-management/university-of-north-texas>; <https://www.linkedin.com/feed/update/urn:li:activity:7070383684763201536/>
2. 2014: Awarded the UNT Toulouse Graduate Fellowship.
3. 2013: Holmes and Paswan (2012) paper ["Consumer reaction to new package design," *Journal of Product and Brand Management*, 21 (2), 109-116.] was Chosen for 2013 Highly Commended Paper Award,
4. 2012: Awarded the Senior Researcher award by the COB faculty, UNT.
5. 2011: In a review of contributions in services marketing by Nel, Heerden, Chan, Ghazisaeedi, Halvorson and Steyn (2011), I was ranked the second most productive researchers in the Journal of Services Marketing.
6. 2009 (August) Invited by the University of Colima, Mexico, to be a guest speaker at their Research Forum.
7. 2009 (Summer) Invited by SPJain Institute of Management, Singapore, as visiting faculty.
8. 2009 (Summer) Invited by University of Rennes, France, as visiting Scholar.
9. 2008 (August) Invited by the University of Colima, Mexico, to be a guest speaker at their Research Forum.
10. 2007 (April) Invited by the University of Colima, Mexico, for research initiation and development program.
11. 2007 (Summer) Invited by SPJain Institute of Management, Dubai, as visiting faculty.
12. 2005 (July) Invited by the University of Colima, Mexico, for research initiation and development program.
13. 2005 COB PDI Fellowship.
14. 2004 Invited to judge the Advertising and Promotional campaign by the Texas Credit Union.
15. 2004 (August) Invited by the IFIM, and the Karnataka Chamber of Commerce, Bangalore, India, to deliver a seminar of Franchising (8/5/2004).
16. 2004 (June) Invited by the faculty of University of Colima, Mexico, Manzanillo Campus, for research initiation and development program.
17. 2004 (January) Invited by the faculty of University of Colima, Mexico, Colima Campus, for research initiation and development program.
18. 2003 Winner of the year's International Franchise Association Educational Foundation's Arthur Karp Research Award for "Best Applied Paper". The award includes an amount of \$2,000, \$1,000 stipend to cover travel expenses, and a complimentary registration for the IFA Convention in San Antonio.
19. 2001 Invited to judge the Advertising and Promotional campaign by the Texas Credit Union.
20. 2001 Presented a paper at the Texas Marketing Faculty Colloquium.
21. 1997 Invited as Guest Lecturer at the Institute of Finance and International Management, Bangalore, India.
22. 1995 Selected as the Visiting Professor Program (1995) by the Advertising Educational Foundation, Inc.
23. 1998 2nd Degree Black belt in Taekwondo.
24. 1991 AMA Doctoral Consortium Fellow, held at The University of Southern California.
25. 1991 Southern Marketing Association's Doctoral Consortium Fellow, held at Atlanta.
26. 1988-1992 Honors Fellowship, University of Mississippi, Mississippi.
27. 1973-1980 Merit Scholarship at Indian Institute of Technology and Indian Institute of Management, India.

GRANTS:

1. Received the grant from Web Surveyor for the years (2004-2009).
2. Received the COBA Research Enhancement Grant (REG) for the year 2001-2002, 2002-2003, 2005-2006.
3. Received the COB PDI Fellowship grant (2005).
4. Received the UNT Research Enhancement Grant (REG) for the year 2002-2003, 2003-2004.
5. Received the Research Initiation Grant (RIG) for the year 2001-2002.
6. Received the UNT Junior Faculty Summer Research Fellowship (2001).
7. Received the COBA Faculty Summer Research Fellowship (2000).
8. Received the UNT Junior Faculty Summer Research Fellowship (2000).
9. Received several UNT Supplemental Travel grant.

10. Received the Bush Mini Grant for attending "Faculty Development in International Business (FDIB) in Latin America: Argentina, Chile, Peru, and Uruguay-May 23-June 9, 1998.
11. Received the Research Enhancement Grant for initiating research in the area of International marketing- Country of Origin Image, for Summer 1998.
12. Received a Siouxland International Grant, i.e., for attending the World Marketing Congress, Kuala Lumpur, Malaysia, and Academy of International Business Conference, New Orleans, 1997.
13. Received a Faculty Development Grant project titled "Attending the Faculty Development Program in International Business in Antwerp" in May 1996.
14. Received a Siouxland International Grant, i.e., attended the Faculty Development Program in International Business in Antwerp," in May 1996.
15. Received a Faculty Development Grant project titled "Attending the Visiting Professor Program conducted by AEF", Bozell Worldwide, Chicago, Summer 1995.
16. Received a Siouxland International Grant, i.e., attended the Faculty Development Seminar in International Business (CIBER Program), in June 9-12, 1995.
17. Received the Bush Mini-Grant Project titled "Multinational Marketing Operations in India: A Cross-Cultural Perspective," completed in India in 1994.
18. Received and completed the Faculty Development Grant Project titled "Visits to Leading Management Schools in India," completed in India, 1994.
19. Received several Travel grants from the Office of Research, USD.

UNIVERSITY/SCHOOL AND OTHER RELATED ACTIVITIES

- 2012- Ongoing Involved in DML/COB initiative to build relationship with DISD high school students.
- 2011-2014 Member - UNT Faculty Senate.
- 2010-2014 Involved in COB's efforts in India, and tie ups with FLAME Business School, IIM-C, and VJIM.
- 2001-2008 and 2012-13 Coordinator Ph.D. Program at the Department of Marketing and Logistics,
- 2001-2008 and 2012-13 Member of the COBA Ph.D. Policy Committee.
- 2009-2012 and 2013-14 Member, Ph.D. Program at the Department of Marketing and Logistics.
- 2012 Member-UNT search committee for the VP Research.
- 2012 Member-UNT Faculty Research Committee.
- 2010-2011 Member, UNT International Recruitment Committee.
- 2010-2011 Member, PAT, Dept. of marketing and logistics.
- 2002-2011 Member of the PAC, Dept. of Marketing & Logistics, (PAC Chair in 2006-2007).
- 2011 Member of the DML Curriculum Committee.
- 2009-2010 Member, UNT International Education Committee
- 2007-2010 UNT Faculty work load committee.
- 2009 Director (interim) - UNT-India efforts including possible educational tie ups.
- 2007-2008 Member of the COB Journal Committee.
- 2004-2005 Chair, Doctoral Program Committee, COBA.
- 2003-2008 Member of the PAT, Dept. of marketing and logistics.
- 2004-2005 Member, COBA Strategic Planning Committee.
- 2005-2006 Diversity Advisory representative for the Marketing Department and Logistics, COBA, UNT.
- 2003-2004 Member of COBA International Programs.
- 2002-2003, 2003-2004 Member of the Curriculum Committee, Dept. of Marketing & Logistics.
- 2001-2003 Member of the OPS Committee, Dept. of Marketing and Logistics, COBA, UNT.
- 2001-2002, Thesis committee of Ms Tiffany Burhman, School of Fashion Merchandise and Hospitality.
- 2000-2001, Customer Relationship Management effort, Dept. of Marketing and Logistics, COBA, UNT.
- 1999-2002, Diversity Advisory Representative for the Marketing Department and Logistics, COBA, UNT.

DISSERTATION CHAIRED:

1. Aaminah Z Malik (2021-2023)- Linguistic Discrimination.

2. Sajani Thapa (2020-2022) – Effectiveness of Location-based Advertising
3. 2. Swati Panda (2018-2020) – Signaling Perspective of Franchisor-Franchisee Relationship.
4. Md. Rokonzaman (2015-2017) - Understanding Service Innovation from a Value Co-Creation Perspective.
5. Pramod Iyer (2014-2016) – Brand management as an organization capability in emerging markets
6. Thuy Nguyn (2013-2015) – Resource utilization and value creation by sales personnel.
7. Sua Jeon (2013/2015) – Creating value in a retail environment.
8. Pei Zhi (2014-1015) – Internal and External drivers of consumers’ product return behaviors.
9. Retno Tanding Suryandari (2012/14) – Knowledge management across emerging economies.
10. Iman Naderi (2011/2013) – Social exclusion and pro-environmental behavior.
11. Trang Phuc Tran (2010/2012) – Regulatory focus and consumer behavior.
12. Archana Vahie (2009/2010) - Civility matters.
13. Qin Sun (2008/9) - An analytical model of the determinants and outcomes of nation branding
14. Tanawat Hirunyawipada (2006/7) - How componential factors and constraints enhance creativity in the development of new product ideas
15. Mohammadali Zolfagharian (2006/7) - An exploratory investigation of the effects of co-production and co-consumption on the characteristics and adoption of service innovations: the customer’s perspective
16. Somjit Barat (2006/7) - An empirical investigation of how perceived devaluation and income effects influence consumers’ intended utilization of savings from coupon redemption

In addition, I was on the Dissertation committees for several PhD students:

Rajasree Rajamma K. (2006); Ertkin Selcuk (2008/9); Patricia Thomas – BCIS (2007); Muhammad Hussain – BCIS (2009); Ramakrishnan thiagarajan – BCIS (2010); Michael Magro – BCIS (2010); Lucian Visinescu –BCIS (2012-2013); Trish Ashton – BCIS (2012)

INDUSTRY WORK EXPERIENCE

Before coming into academia, I worked for eight years (after my MBA) with several national and international firms in India. I have worked in sales, advertising, promotions, and product management areas and have been involved with new product launches. Post Ph.D., I have kept in touch with the industry through various programs and consulting projects. It helps me stay abreast with the current happenings in the industry.

Firm/Institution	Full Time Position/Title	Dates
Clarion Advertising Svc.(McCann & later DMB&B), Bangalore	Account Dir.-Plng/Dev	6/1987 - 8/1988
Jagdale & Sons, Bangalore	Product Manager (CPD)	1/1986 - 5/1987
Hindustan Thompson Ass. (JWT), Bombay/Bangalore	Sr. Account Manager	8/1982 - 12/1985
KENOTE Magazine, Bombay	Business Manager	12/1981 - 7/1982
Grant, Kenyon & Eckhardt, Bombay	Account Executive	9/1981 - 11/1981
Indian Express, Bombay	Advertising Executive	5/1980 - 8/1981

Business Related (including Consulting) Activities (post 1992):

1. 2019 Spoke at the Market Research Society of India members' get-together.
2. 2015 Renianalytics, DFW, TX, engaged in an advisory role.
3. 2013-14 Helped several area small businesses through class projects focusing mostly on market research.
4. 2012 UNT Alumni Association – identification of determinants of alumni involvement.
5. 2011 Retractable Technologies, Little Elm, TX, Worked on finding a marketing solution for safety needles.
6. 2007-2008 Chesapeake Energy, worked on identifying the decision-making dilemma.
7. 2006-2007 Final Touch Finishing School, worked on identification of basic needs.
8. 2005 Luttrul McNatt Chevrolet, worked on a market identification study.
9. 2004/2005 COBA, UNT, worked on a research project pertaining to COBA brand equity and positioning.
10. 2002 Dallas Museum of Arts., DFW, worked on a customer satisfaction study.
11. 2001/2002 Exel Plc., DFW, worked on a customer satisfaction study.
12. 1998/99 Missouri River Energy Services, Sioux Falls, SD, worked on developing marketing planning systems through Business Research Bureau (while at USD, SD).
13. 1997/98 Involved in a research project using the country of origin image concept. It involved nationwide survey research with Contract Advertising (India) Ltd. (an Associate of JWT), Bombay, India.
14. 1997 Marketing & Management Services, Bombay, India, conducted three-day seminars at Bombay, Bangalore and Delhi on Database Decision Making-Market Research, Promotional Management, and Relationship Marketing (one topic per day) for mid level managers.
15. 1996 Rushmore Research, Vermillion, SD, worked on a market feasibility and research project for an area business (name cannot be disclosed for confidentiality reasons).
16. 1996 Summer: Business Research Bureau, School of Business, USD, worked on a research project with BRB for the South Dakota State Welfare Department, state-wide survey study leading to multivariate statistical analysis.
17. 1996 April-May: Gateway 2000, North Sioux City, SD, conducted research training seminars.
18. 1995 Summer: Bozell Worldwide, Chicago, participated in the "Visiting Professor Program organized through Advertising Education Foundation", participated in their research activities.
19. 1995 Summer: Persona Inc. Watertown, SD, initiating a marketing planning process, it was part of the USD School of Business Outreach Program.
20. 1992-1998: Student projects in the marketing research, promotional and marketing management classes at USD for local businesses such as Gateway 2000, State Farm, Terra Industries, Community First Bank, and PBS of SD.