

Arun Sharma
Academic Resume
Updated: April 1, 2024

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EDUCATION

- University of Illinois at Urbana-Champaign, Ph.D. (Marketing), 1988.
- Indian Institute of Management, PGDM, Calcutta, India, 1980.
- Rajasthan University, India, Bachelor of Engineering (Metallurgy), 1978.

EXPERIENCE

Academic

- University of Miami, Vice Dean for Executive Education, Miami Business School, December 2017 to September 2018.
- University of Miami, Vice Dean of Graduate Programs and Executive Education, School of Business, Fall 2016 to Summer 2017.
- University of Miami, Professor of Marketing, Fall 2000 to present.
- Executive Director, JAE Leadership Institute, Fall 2010 to Fall 2014.
- University of Miami, Chair, Department of Marketing, Fall 2000 to Summer 2004; Fall 2006 to Summer 2009.
- University of Miami, Vice Dean of Strategic Initiatives, School of Business, Spring 2008 to Summer 2009.
- University of Miami, Associate Professor of Marketing, Fall 1994 to Summer 2000.
- University of Miami, Assistant Professor of Marketing, Fall 1987 to Summer 1994.
- Illinois State University, Department of Marketing, Visiting Lecturer, Fall 1986 to Spring 1987.

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

Non-Academic

- Indian Communications Network Private Ltd., New Delhi, India, Product Manager, 1981-83; Area Sales Manager, 1980-81.

ACADEMIC ACCOMPLISHMENTS

PUBLICATIONS

Refereed Journal Articles

- Giovannetti, Marta, Arun Sharma, Deva Rangarajan, Silvio Cardinali, Elena Cedrola (2023), "Understanding the enduring shifts in sales strategy and processes caused by the COVID-19 pandemic", *Journal of Business & Industrial Marketing*, forthcoming, <https://doi.org/10.1108/JBIM-12-2022-0570>
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- Aroor, Sushanth Rao, Kaiz S. Asif, Jennifer Potter-Vig, Arun Sharma, Bijoy K. Menon, Violiza Inoa, Cynthia B. Zevallos, Jose G. Romano, Larry B. Goldstein, Santiago Ortega-Gutierrez, and Dileep R. Yavagal (2022), "Mechanical Thrombectomy Access for All? Challenges in increasing endovascular treatment for acute ischemic stroke in the United States," *Journal of Stroke*, 24(1):41-48; <https://doi.org/10.5853/jos.2021.03909>.
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Success of New Services,” *Journal of Global Scholars of Marketing Science*, 31:3, 392-414, DOI: 10.1080/21639159.2021.1924818

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- Sharma, Arun, (2004), "Business Marketing Meets High Tech: Exploring the Emerging Opportunities at the Intersection of Business Marketing and High Technology," *Industrial Marketing Management*, 33 (7), 627-632. DOI: 10.1016/j.indmarman.2003.10.013
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Book

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

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- Grewal, Dhruv, Michael Levy, Anuj Mehrotra and Arun Sharma (2016), “Planning Merchandising Decisions to Account for Regional and Product Assortment Differences,” in Joe Zhu (editor), *Data Envelopment Analysis; A Handbook of Empirical Studies and Application*, International Series in Operations Research and Management Science, Volume 238, Pages: 469-90, New York: Springer. Reprinted from *Journal of Retailing* (1999), 75, 3, 405-24.
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- Jagdish Sheth and Arun Sharma (2015), “Orchestrating Human Capital in the Indian IT Service Market: From Entrepreneurial Management to Professional Management,” in Ashish Malik and Chris Rowley (eds.), *Business Models and People Management in the Indian IT industry: From People to Profits*, Routledge.
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- Iyer, Gopalkrishnan, Arun Sharma and David Bejou (2006), "Developing Relationship Equity in International Markets," in David Bejou and Gopalkrishnan R. Iyer (eds.), *Capturing Customer Equity: Moving from Products to Customers*, Best Business Book, Haworth Press, 3-20. This chapter published the article that appeared in *Journal of Relationship Marketing* (2006).
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- Sheth, Jagdish N. and Arun Sharma (2004), "Behavioral Approaches to Industrial Marketing: Extant and Emerging Research," *Handbuch Industriegütermarketing – Strategien – Instrumente – Anwendungen*, Volume 1 (editors Klaus Backhaus and Markus Voeth), 3-20, Gabler Verlag (Wiesbaden, Germany).
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EDITORIAL RESPONSIBILITIES

- Associate Editor: *Journal of Business Research* (business-to-business section) (2014-2018).
- Senior Editor: *Decision Sciences* (2014-2017).
- Editorial Review Board: *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, *Journal of Relationship Marketing* and *The Journal of Value Chain Management*.
- Ad-hoc reviewer: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Omega: The International Journal of Management Science*, *Psychology and Marketing*, *International Business Review*, *Journal of Retailing and Consumer Service*.
- Special issue co-editor (with Kishore Pillai), 2003, for *Industrial Marketing Management*. The

special issue emphasized the area of “Transactions versus Relationships.”

- Special issue co-editor (with Niladri Syam), 2018, for *Industrial Marketing Management*. The special issue emphasized the area of “Sales and Customer Development.”
- Special issue co-editor (with Nikolas Tzokas), 2001, for *Journal of Marketing Management*. The special issue emphasized the area of “Sales Management and the Internet.”
- Special issue co-editor (with Professor Jagdish N. Sheth), 1998, for *Industrial Marketing Management*. The special issue emphasized the area of “Relationship Marketing.”
- Track Co-chair, 2006 Summer AMA Conference.
- Co-editor (with Professor Anil Menon), for *Marketing Theory and Applications*, 1999 Winter Educators Conference, Chicago: American Marketing Association.

HONORS AND AWARDS

- Tapped into the Iron Arrow Honor Society, University of Miami, 2015.
- Recognized as top 1% (rank 113) of marketing academics (2023); Source: October 2023 data-update for Ioannidis, John P.A. (2023), “October 2023 data-update for “Updated science-wide author databases of standardized citation indicators”, Elsevier Data Repository, V6, doi: 10.17632/btchxktzyw.6;” Source: <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/6>.
- Ranked in the Top 1,000 Scientists in Business and Management by www.research.com (2023)--(1140 in the World, 527 in the US; includes management). Source: <https://research.com/scientists-rankings/business-and-management>
- Recognized as top 1% of marketing academics (2022); Source: September 2022 data-update for “Updated science-wide author databases of standardized citation indicators,” Published: 10 October 2022, Version 4, DOI: 10.17632/btchxktzyw.4; Contributor: John P.A. Ioannidis: Source: <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/4>.
- Recognized as top 1% of marketing academics (2020); Source: Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4930269/>. Ioannidis, John PA, Richard Klavans, and Kevin W. Boyack. “Multiple citation indicators and their composite across scientific disciplines.” *PLoS biology* 14, no. 7 (2016): e1002501.
- Ranked in the Top 1,000 Scientists in Business and Management by www.research.com (2022)--(941 in the World, 423 in the US; excludes management). Source: <https://research.com/scientists-rankings/business-and-management>
- Runner-up for *Industrial Marketing Management* Best Paper Award for 2018 for Syam, Niladri and Arun Sharma (2018), “Waiting for a Sales Renaissance in the Fourth Industrial Revolution: Machine Learning and Artificial Intelligence in Sales Research and Practice,” *Industrial Marketing Management*, 69 (February), 135-46.
- Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, *Journal of Personal Selling and Sales Management*, Volume 30 (2010) for Sharma, Arun and Jagdish N. Sheth (2010), “A Framework of Technology Mediation in Consumer Selling:

Implications for Firms and Sales Management," *Journal of Personal Selling and Sales Management*, 30, 2 (Spring), 121-29.

- Best *Industrial Marketing Management* Paper Award for 2010 for Sharma, Arun, Gopalkrishnan R. Iyer, Anuj Mehrotra and R. Krishnan (2010), "Sustainability and Business-to-Business Marketing: A Framework and Implications," *Industrial Marketing Management*, 39, 2, 330-341.
- 2011 Davidson Honorable Mention Award for the Best Article in Volume 85 (2009) of the *Journal of Retailing* for Arnold, Todd J., Robert W. Palmatier, Dhruv Grewal and Arun Sharma (2009), "Understanding Retail Managers' Role in the Sales of Products Versus Services," *Journal of Retailing*, 85, 2, 129-44.
- James M. Comer award for the Best Contribution to Selling and Sales Management Theory/Methodology published in JPSSM in 2007 for Sharma, Arun, Michael Levy and Heiner Evanschitzky (2007), "The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople: A Research Note," *Journal of Personal Selling and Sales Management*, 27, 2 (Spring), 169-81.
- First Runner up for JBIM "Highly Commended Awards" for 2006 for Sharma, Arun (2006), "Success Factors in Key Accounts," *Journal of Business and Industrial Marketing*, 221, 3, 141-50.
- 2002 University of Miami Excellence in Teaching Award.
- Cesarano Teaching Leadership Award 2015.
- 2023 Excellence in Teaching Award, Undergraduate, Miami Herbert Business School.
- 2018, 2019, Excellence in Teaching Award, Best Course, GEMBA Class of 2018 and 2019. Global EMBA Teaching Award, December 2018.
- Cesarano Teaching Leadership Award 2015.
- 2015, Excellence in Teaching Award, Best Core Course, MBA Class of 2015, School of Business Administration, University of Miami.
- 2015, 2006, 2002, 1998, 1994, 1990 Excellence in Teaching Award, School of Business Administration, University of Miami.
- Conference Co-chair, 2001 Sheth Foundation AMA Doctoral Consortium.
- Conference Co-chair, 1999 Winter AMA Conference.
- Track Co-Chair, Summer AMA Educators' Conference, 2006.
- 2004, 1998, 1996 School of Business Research Excellence Award, University of Miami.
- 1998, 1995, 1994, 1992, 1991 and 1989 McLamore Award in Business and Social Sciences, University of Miami.
- 1995, 2009 Best reviewer Award, *Journal of Personal Selling and Sales Management*.