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## **Arun Pereira: Brief Bio**

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Clinical Associate Professor of Management Education  
Head, Centre for Teaching, Learning and Case Development  
Indian School of Business  
Hyderabad, India  
Email: Arun\_Pereira@ISB.edu

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### **EDUCATION**

- Ph.D.            Business Administration (Marketing)  
University of Houston, 1991
- M.B.A.            Management Science  
University of Houston, 1987
- B.Tech.            Chemical Engineering  
REC Tiruchi, University of Madras (India), 1985

### **ACADEMIC EXPERIENCE**

- Indian School of Business, Hyderabad, India (2008-Present)  
Clinical Associate Professor of Management Education (2010 –Present)  
Faculty Advisor, Wadhvani Centre for Entrepreneurship (2009-2010)  
Visiting Associate Professor, Marketing (2008-2009)
- Saint Louis University, St. Louis, MO (1991-2009)  
Associate Professor with Tenure, Department of Marketing (1997)  
Assistant Professor, Department of Marketing (1991)  
Boeing Institute of International Business, Saint Louis University (1996-Present)  
Graduate Faculty, Executive Programs in International Business
- XLRI, Jamshedpur, India (various occasions)  
Visiting Professor
- XLRI, Singapore (various occasions)  
Visiting Professor
- University of Houston, Houston, TX 1985-1991  
Research and Teaching Fellow

## **CORPORATE EXPERIENCE:**

### **Management Experience**

Partner, **Brand Cartography Group** (2008-Present)  
Partner, **Eplus Marketing**, St. Louis, MO (2006-Present)  
Director, **Marketing Metrics**, St. Louis, MO (1991-Present)

### **Corporate In-house Training/Teaching**

Taught customized programmes for companies in US and Asia in the areas of Analytical Marketing, Marketing Research Tools, and Value Pricing.

#### **Most Recent:**

**Monsanto Co** (St. Louis, USA)  
**McKinsey & Company** (Mumbai, India)

## **TEACHING AWARDS**

### **Best Teacher Award, Executive MBA, Class of 2005**

Voted Best Teacher by students in the Executive Master's Program, Boeing Institute of International Business, Cook School of Business, Saint Louis University.

### **Best Teacher Award, Executive MBA, Class of 2004**

Voted Best Teacher by students in the Executive Master's Program, Boeing Institute of International Business, Cook School of Business, Saint Louis University.

**Other: Dean's Citation for Teaching Excellence, Best Teacher/Highest Student Evaluations** (various occasions); **Nominee, 2005 Emerson Teaching Excellence Award.**

## **PUBLICATIONS: Refereed Journals/Proceedings**

Zhou, X., Arun Pereira, and M. Arnold, (2010), "Chinese Consumer Decision-Making," *Journal of Business Research* (forthcoming).

Singh, Nitish, Arun Pereira, and D. Baack (2008), "Culturally Customizing Websites for U.S. Hispanic Online Consumers: An Application of Levels of Acculturation Differences," *Journal of Advertising Research* (June).

C. Hsu and Arun Pereira (2008), "Internationalization and Performance: The Moderating Effects of Organizational Learning," *OMEGA: International Journal of Management Science* Volume 36, Issue 2, (April) (188-205).

Pereira, Arun, C. Hsu, and S. Kundu (2005), "Country-of-Origin Image: Measurement and Cross-National Testing," *Journal of Business Research* (January) Vol.58. Issue 1 (103-106).

Singh, Nitish, Arun Pereira, and Ik-Whan Kwon (2003), "Cross-Cultural Consumer Socialization," *Psychology and Marketing* (October) Vol.10.

Pereira, Arun, C. Hsu, and S. Kundu (2002), "A Cross-Cultural Analysis of Ethnocentrism: The Case of India, China, and Taiwan," *Journal of International Consumer Marketing*, Vol.15, No.1, 77-90.

Chen, Hwei-Chung and Arun Pereira (1999), "Product Entry in International Markets: The Effect of Country-of-Origin on First-Mover Advantage," *Journal of Product and Brand Management*, Vol.8, No.3,218-231.

Pereira, Arun and V. Kumar (1997), "Assessing the Competitive Impact of Type, Timing, Frequency, and Magnitude of Retail Promotions," *Journal of Business Research*, Vol.40, 1-13.

Nowak, Linda, Paul Boughton, and Arun Pereira, (1997), "Supplier-Client Relationships in the Marketing Research Industry: The Impact of Partnering on Performance," *Industrial Marketing Management*, November.

Pereira, Arun (1996), "Measuring Childrens' Attitudes Toward Television Commercials: Assessing the Internal Consistency of Scale in Latvia," *Journal of Euromarketing*, Vol.5 (2) 7-17.

Kumar, V. and Arun Pereira (1995), "Exploring the Variation in Short-Term Sales Response to Retail Price Promotion," *Journal of the Academy of Marketing Science*, 23, No.3, 155-169.

Zinkhan, George and Arun Pereira (1994), "An Overview of Marketing Strategy and Directions for Future Research," *International Journal of Research in Marketing*, 11, 185-218.

Kumar, V., Arun Pereira, and Roger Kerin (1991), "An Empirical Assessment of Mergers and Acquisitions in Retailing," *Journal of Retailing*, Vol.67, No.3, 321-328.

Miller, Janice, B. Stead, and Arun Pereira (1991), "Dependent Care and the Workplace: An Analysis of Management and Employee Perceptions," *Journal of Business Ethics*, Fall, (10) 863-869.

Pereira, Arun, Hsu, Chin-Chun and Kundu, Sumit (2001), "Country of Origin Image: A Cross Cultural Analysis." *Proceedings of the Eight Multicultural Conference*, Honolulu, Hawaii, December 2001.

Lynn, M., Arun Pereira, and K. Kampshroeder (1998), "Consumer Behavior & Evolutionary Ecology," *Proceedings of the 1998 Annual Conference of the Association of Consumer Research*, Montreal, Oct. 1998.

Pereira, Arun, (1996), "Consumer Attitudes Toward Advertising: Does Culture Matter?" *Proceedings of the Academy of Marketing Science's Multicultural Conference*," Virginia Beach, Oct. 1996.

Nowak, Linda and Arun Pereira, (1996), "The Impact of Culture on Ethical Business Decision-Making," *Proceedings of the Academy of Marketing Science's Multicultural Conference*, Virginia Beach, Oct. 1996.

Pereira, Arun and V. Kumar (1995), "Related Diversification Through Acquisition: An Analysis of Firms in Industrial, Service, and Consumer Markets," *Proceedings of the 13<sup>th</sup> Annual Conference of the Association of Management*, August 1995, Vancouver B.C.

Pereira, Arun and Stephen W. Miller, (1995), "Assessing the Image of U.S. and Japanese Products Among Teenagers in Latvia," *Proceedings of the 1995 Association of International Business – Midwest Regional Meeting*, March 1995, Chicago, IL.

Pereira, Arun (1994), "Modeling an Organization Decision Support System to Improve Retailers' Decisions," *Proceedings of the Twenty-eighth Annual Hawaii International Conference on System Sciences*, December/January, Maui, HI.

Kumar, V. and A. Pereira (1988), "Modeling Social marketing Products Using New Product Growth Models," *Proceedings of the AMA's 1988 Winter Educator's Conference*, San Diego, CA.

## **Managerial Journals**

"From the Ivory Tower to the Shop Floor: The Simulation Option" *ISB Insight* (June 2011)

"The B-School of Tomorrow" *ISB Insight* (June 2010).

"How Do You Make Decisions?" *ISB Insight*, (June 2008); Executive Briefing in the online portal of *The Economist*, in collaboration with the Harvard Business School.

"Cultural Customization: The Next Imperative in Web Design" (with N. Singh), *Globalization Insider* (September 2005).

"The Culturally Customized Web Site: Customizing Web Sites for the Global Market Place" (with N. Singh), *Globalization Insider* (August 2005).

“International Market Entry: To Lead or Follow?” *Institute of International Business Publication*, (August 1997.)

### **CASES AUTHORED**

*Tutr4Yu: Customized Product Design* (with Arun Patro)  
Analytical Application: Conjoint Analysis

*Scrapping the Bunny: Re-branding Nutrine* (with Arun Patro)  
Analytical Application in Case: Perceptual Mapping

*Nutrine: Brand Portfolio Management* (with Arun Patro)  
Analytical Application: Brand Contribution Analysis

*Flip: Start-Up Decisions*(with Arun Patro)  
Analytical Application: Market Sizing

### **BOOK AUTHORED**

*The Culturally Customized Web Site* (2005), Elsevier Inc. (with Nitish Singh).  
<http://www.theculturallycustomizedwebsite.com>.

*Papal Reich* (2002), AuthorHouse, Inc.  
<http://www.arunpereira.com/papalreich.html>

### **CONFERENCE PRESENTATIONS**

“Consumer Attitudes Toward Advertising: Regional Differences in China” presented at the *2007 Society for Marketing Advances (SMA) Conference*, San Antonio, TX, November 2007.

“Culturally Customizing Websites for Hispanic-American Consumers: An Application of Levels of Acculturation Differences” presented at the *2007 Academy of International Business (AIB) Annual Conference*, Indianapolis, IA, June 2007.

“Cross-Cultural Consumer Socialization: An Exploratory Study of Socialization Influences Across Three Ethnic Groups,” presented at the *2003 American Marketing Association’s Winter Educators’ Conference*, Orlando, FL, February 2003.

“Country-of-Origin Image: Measurement and Cross-National Testing” presented at the *Academy of Marketing Science’s Annual Multicultural Conference*, Honolulu, Hawaii December 2001.

“The Effect of Country-of-Origin on First-Mover Advantage” presented at the *1998 AMA Winter Educators’ Conference*, Austin, Texas, February 1998.

“Consumer Attitudes Toward Advertising: Does Culture Matter?” presented at the *Academy of Marketing Science’s Annual Multicultural Conference*, Virginia Beach, October 1996.

“The Impact of Culture on Ethical Business Decision-Making,” presented at the *Academy of Marketing Science’s 1996 Multicultural Conference*, Virginia Beach, October 1996.

“Related Diversification Through Acquisition: An Analysis of Firms in Industrial, Service, and Consumer Markets,” presented at the *Thirteenth Annual Conference of the Association of Management*, Vancouver, British Columbia, August 1995.

“Assessing the Image of U.S. and Japanese Products Among Teenagers in Latvia,” presented at the *1995 Association of International Business – Midwest Regional Meeting*, Chicago, March 1995.

“Modeling an Organization Decision Support System to Improve Retailers’ Decisions,” presented at the *1995 Twenty-eighth Annual Hawaii International Conference on System Sciences*, Maui, HI, December/January 1995.

“An Ecological Approach to Modeling Competitive Effects of Retail Promotions,” presented at *The Institute of Management Science/Marketing Science Conference* at Wilmington, DE, 1991.

“The Effect of Retailer Decisions on Type, Timing, Frequency, and Magnitude of Promotions on Brands’ Sales Performance,” presented at the *Institute of Management Science/Marketing Science Conference*, at the University of Illinois, Urbana-Champaign, IL, March 1990.

“Modeling the Impact of Competitive Reaction on the Effect of Promotions: Empirical Results,” presented at the *Operations Research Society of America/The Institute of Management Science Conference*, New York, NY, October 1989.

“A Model to Analyze the Effect of Competitive Reaction in Retail Promotions,” presented at *The Institute of Management Science/Marketing Science Conference* at Duke University, Durham, NC, March 1989.

“Early Warning Indicators of Acquisition Activities,” presented at the *Operations Research Society of America/The Institute of Management Science Conference*, Denver, CO, October 1988.

“Modeling Social Marketing Products Using New Product Growth Models, presented at the *American Marketing Association’s 1988 Winter Educators’ Conference*, San Diego, CA, February 1988.

### **TEACHING: Courses Taught**

#### **Doctoral:**

Applied Research Methods in Marketing

#### **Master’s:**

Marketing Decision Models

New Product Management

Data and Decisions

Marketing Research

Advanced Marketing Management

Marketing Skills

#### **Bachelor’s:**

Marketing Decision Models

Brand Management

Product and Price Management

Marketing Research

Principles of Marketing

### **RECOGNITION OF WORK**

#### **Reviews of The Culturally Customized Web Site**

“Cultural Customization of Web Sites” *Web Marketing Today* (June 2005)

“Cultural Stereotyping” *Global Website Management* (July 7, 2005)

“Culturally Correct” *International Real Estate Report* (July 13, 2005)

“Think Globally” *Chico News and Review* (May 5, 2005)

“The Culturally Customized Web Site” *Kwintessential: Cross Cultural Solutions* (2005)

“The Culturally Customized Web Site” *Multinational Business Review* (2005)

#### **Recognition/Reviews of Papal Reich**

“Incredible Research” *Jewish Book World* (Summer 2003)

“Thrills of History” *The Asian Age* (July 2003)

“A Valid Plot” *Deccan Herald* (June 22, 2003)

“Borders Fall: Where Do Loyalties Lie?” *The Times of India* (June 12, 2003)

#### **Reviews: Miscellaneous Research**

“Branding and Retailing” *Asia-Pacific Management Forum Newsletter* (November 15, 1999)

“Merger and Acquisitions in Retailing,” *Retailing Review*, Fall 1991.

**Noted/Quoted (Editorials/Opinions/Reviews/Comments, etc.)**

*Business Line* (November 15, 2010)

*Business Standard Online* (September 18, 2010)

*Deccan Chronicle online* (May 14, 2010)

*Executive Briefing, The Economist* (August 2008)

*The Wall Street Journal* (November 2005)

*The Wall Street Journal* (August 2005)

*The Toronto Sun* (April 2005)

*The Times of India* (June 2003)

*Deccan Herald* (June 2003)

*Jewish Book Review* (2003)

*USA Today* (January 1995)

*Reno Gazette-Journal* (January 1995)

*North Hills News Record*, Warrendale, Pennsylvania (January 1995)

*Marin Independent Journal*, Novato, California (January 1995)

*Argus-Leader*, Sioux Falls, South Dakota (January 1995)

*Herald Dispatch*, Huntington, West Virginia (January 1995)

*Saint Louis Business Journal* (November 1993)

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