
Arun Pereira

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John Cook School of Business
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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

- Saint Louis University, St. Louis, MO (1991-Present)
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
- Indian School of Business, Hyderabad, India (2008-2009)
Visiting Professor
- XLRI, Jamshedpur, India (various occasions)
Visiting Professor
- XLRI, Singapore (various occasions)
Visiting Professor
- University of Houston, Houston, TX 1985-1991
Research and Teaching Fellow

PROFESSIONAL EXPERIENCE:

Corporate Experience

Partner, *Brand Cartography Group* (2008-Present)

Partner, *Eplus Marketing*, St. Louis, MO (2006-Present)

Director, *Marketing Metrics*, St. Louis, MO (1991-Present)

Executive Education/Training

Various companies in the US and Asia in the areas of Analytical Marketing, Marketing Research Tools, and Value Pricing. *Most recent: Monsanto Co., St. Louis, MO (Jan '09)*

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, Best Teacher/Highest Student Evaluations, School of Business, various occasions; **Nominee, 2005 Emerson Teaching Excellence Award**, Department of Marketing, Cook School of Business, Saint Louis University.

PUBLICATIONS: Refereed Journals/Proceedings

Zhou, X., Arun Pereira, and M. Arnold, (2009), "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 13th 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.

PUBLICATIONS: Managerial Journals

"How Do You Make Decisions?" *ISB Insights*, (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.)

PUBLICATIONS: Books

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

Executive Master’s:

International Marketing Research
Marketing Research and Analysis

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 book: 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 book: 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, etc.)

- 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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