

Jagdish Agrawal  
Professor of Marketing/Dean  
College of Business and Economics  
California State University, East Bay  
Hayward, CA 94542  
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### **Academic Degrees**

State University of New York at Buffalo

Ph.D., Marketing, 1988

MBA, 1982

Tribhuvan University, Nepal

Master's Degree in Business Administration & Commerce (Major: Finance) 1977

Bachelor of Law, 1977

## **Additional Administrative and Academic Training**

Labor Relations Training, 2008-2009, California State University, East Bay.  
Executive Program in “Pricing Strategies and Tactics,” September 28 – October 1, 2008, Kellogg  
School of Management, Northwestern University, Chicago

## **Service to Community, University, College and Department**

### Community Service:

Member, Board of Directors, Hayward Chambers of Commerce 2015/16 – 1/2017

### University Level (California State University East Bay)

Member, Working Group, Enrollment Management Subcommittee, 2015/16 to  
2016/17

Member, Enrollment Management Subcommittee, 2015/16 to 2016/17

Member, Outcome Assessment Team, Spring 2008 to Winter, 2009  
Member-at-Large, Curriculum Committee, Fall08 to Spring, 2009  
Member, Committee for Service Award, 2008  
Coordinator, Learning Outcomes Assessment Project, 2001- 2002  
Member, PT&R Committee, 2002, 2006  
Chair, Graduate Curriculum Committee, Winter 2002 – Winter 2004  
Associate Director of Research, IRBD, November 1996 - 2001  
Member, Mission Statement Committee, 1993 - 1994

Marketing Research  
Consumer Behavior  
Integrated Marketing Management

E-commerce Marketing  
Marketing Management  
Marketing Research  
Marketing Strategy  
Product Management  
Pricing Management  
Quantitative Tools for Marketing Decisions

Supervised several MBA students in CBE in their independent/individualized studies, Master's theses and consulting projects.

**Select Honors and Recognitions**

Fellow, AMA Doctoral Consortium, 1983  
Fulbright-Hayes Scholarship, United States Educational Services: Fall 1980 -Summer 1982  
Mahendra Bidya Bhusan Gold Medal, His Majesty's Government of Nepal, 1978  
Nepal Bank Ltd. Bi.24 287.4504 578.4 cmBT 50 0 0 50 -0.2(a) 0.2 7.4504 573.2(nk L) 0.2 (t) 0.2 578.4

Shyam Kamath, Guido Krickx and Jagdish Agrawal (2009), “Dealing with Criticisms of the MBA Ecosystem: Incorporating Experiential Action Learning in a Program of Practice-Based Management Education,” *Journal of the Academy of Business Education*, 10 (Spring), 70-95.

Shyam Kamath, Jagdish Agrawal

### **Publications in Professional Conference Proceedings**

Shyam Kamath, Jagdish Agrawal, Eric Kohkede, Lee, Yung Jae (2009) “A Flexible Financial Model of Distribution Channel Choice – The MODISC Model,” *Proceedings of Western Decision Science Institute Conference*, Las Vegas, April 10, 2009.

Shyam Kamath, Jagdish Agrawal and Kris Chase (2008), “Factors Governing Global Cluster Success – A Tale of 12 GEMS,” Paper presented at the Academy of International Business Annual Conference, Milan , Italy, *AIB Milan 2008 Annual Conference Proceedings*, June 29-July 3, 2008.

Pamela Grimm, Eric Soares, Jagdish Agrawal, and Sweety Law (2007), “Technology Facilitated Class Participation in a Principles of Marketing Course,” *Proceedings of the 2008 ANZMAC (Australian and New Zealand Marketing Academy)*, Conference in Dunedin, New Zealand, December 3-5.

Education Conference in Orlando, FL, April 4-5, 2008.

Jagdish Agrawal and Leo Kahane: "The Effects of the MBA Degree on Earnings in Russia", Paper presented at the Annual Conference of the Association of Private Enterprise Education, Cancun, Mexico, April 7-9, 2002.

Jagdish Agrawal and Pamela E. Grimm, "Celebrity Endorsement in Advertising and Research Implications," Paper Presented at AMA Winter Conference, Hilton Head, South Carolina, 1996.

Jagdish Agrawal, Sanjay Putrevu and Pamela Grimm, "Price-Quality Correlations and Stock of Product Information," Presented at 1989 Marketing Science Conference, North Carolina, March, 1989.

Jagdish Agrawal and Arun K. Jain, "Patronage of Single Vs. Multiple Stores," Presented at 1989 Marketing Science Conference, North Carolina, March, 1989.

Jagdish Agrawal and Arun K. Jain, "Perceived Dispersion of Utility and Store Loyalty," Presented at the TIMS/ORSA Marketing Science Conference, Seattle, 1988.

Paul Prabhakar, Wagner Kamakura, and Jagdish Agrawal, "Reliability Test of Deal-Proneness Measures," Presented at TIMS/ORSA National Meeting, Dallas, 1984.

#### **Publication in Trade Magazine**

Report of an interview on Pricing Management, *Smart Business*, October 2011, p. 26

Report of an interview on Celebrities: Love or leave 'em?, *Smart Business*, August 2012, 24.

#### **Ad hoc Reviewer for Journals**

*Journal of Advertising, Journal of the Academic of Marketing Science, Journal of Marketing Marketing Letters, and Marketing Science*

03-28-2017