

Sandipan (Sandy) S. Sen
Professor (Tenured)
Department of Marketing
Southeast Missouri State University
Ph.D. in Marketing (Minor: Cognitive Psychology) – University of Memphis: 2009
Primary Teaching Area: Marketing

Office Address:

Donald L. Harrison College of Business and Computing
Department of Marketing
Southeast Missouri State University
On-Campus Mailstop: 5875
One University Plaza
Cape Girardeau, MO 63701.
E-Mail: ssen@semo.edu
Office Phone: 651-2194
FAX: (573) 651-2909

Residence:

1120 Terrace Drive,
St. Louis, MO 63117.
Cell Phone: (901) 229 – 4259
United States Permanent Resident

EDUCATION

Doctor of Philosophy (Business Administration), The University of Memphis, 2009
Major: Marketing Minor: Cognitive Psychology
Master of Business Administration, Bombay University, India, 2001
Major: Marketing
Bachelor of Engineering, Bombay University, India, 1999
Major: Electronics

RESEARCH INTERESTS

Consumer Behavior, Digital Integrated Marketing Communications, Services Marketing, Sales, Marketing Pedagogy, Strategic SCM and SMEs, Sports and Hospitality Marketing

INTELLECTUAL CONTRIBUTIONS

I. DISCIPLINE BASED RESEARCH

Publications in National Refereed Journals

- 2022 Susan Myers, Sandipan Sen, Holly Syrdal & Parker Woodroof (2022), “The Impact Of Persuasion Knowledge Cues On Social Media Engagement: A Look At Pet Influencer Marketing”, *Journal of Marketing Theory and Practice*, DOI: 10.1080/10696679.2022.2093224
- 2022 Sascha Kraus, **Sandipan Sen**, Katrina Savitskie, Sampath Kumar, John R. Brooks, , Attracting the Millennial Customer: The Case of Food Trucks, *British*

Food Journal (Published online: March 15, 2022)
<https://doi.org/10.1108/bfj-09-2021-0996>

- 2022 Sen, Sandipan S., Aliosha Alexandrov, Subhash Jha, William C. McDowell, and Emin Babakus (2022), "Convenient= competitive? How Brick-And-Mortar Retailers can cope with Online Competition," *Review of Managerial Science*, 1-29. DOI: <https://doi.org/10.1007/s11846-022-00566-0>
- 2022 Aliosha Alexandrov, Michael Tippins, and **Sandipan Sen**, "Network Analysis of Traditional Word of Mouth," *Electronic Journal of Business Research Methods*, 20(2), pp75-88.
- 2022 Sandipan Sen, Katrina Savitskie, Raj V. Mahto, Sampath Kumar & Dmitry Khanin (2022), "Strategic Flexibility in Small Firms", *Journal of Strategic Marketing*, DOI: 10.1080/0965254X.2022.2036223
- 2022 **Sandipan Sen**, Katrina Savitskie, Raj V. Mahto, Sampath Kumar, Dmitry Khanine (2022), "If it ain't broke, don't fix it? Indian manufacturing SMEs' quest for strategic flexibility", *Journal of Business Research*, Volume 143, 2022, Pages 27-35, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2022.01.048>.
- 2022 Robert M. Schindler, **Sandipan S. Sen** and Judy A. Wiles (2022) "Enjoy!" The Effects of Service Blessings on the Customer, *Services Marketing Quarterly*, 43:1, 110-128, DOI: 10.1080/15332969.2021.1992561
- 2021 Feisal Murshed, **Sandipan Sen**, Katrina Savitskie and Hangjun Xu (2021), "CSR and job satisfaction: Role of CSR importance to employee and procedural justice," *Journal of Marketing Theory and Practice*, 29(4), 518-533, DOI: 10.1080/10696679.2021.187715.
- 2019 **Sen, Sandipan**, Richard A. Rocco, Sampathkumar Ranganathan, and John R. Brooks Jr. (2019), "Revisiting quick response code technology: corporate perspectives," *International Journal of Mobile Communications*, Vol 17, no. 6, pp. 703-726.
- 2018 Madupu, Vivek, Sampath Ranganathan, and **Sandipan Sen** (2018), "The Relationship between Consumer Sentiment towards Advertising and Ad Credibility, Ad Likeability, and Attention to Ads: The Case with Visual Metaphors," *Journal of Applied Marketing Theory*, Vol. 8, no. 2 , 51-64.
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan, "Lean Supplier Practices and the Indian Supplier Responsiveness Impact," *The Journal of Business and Economic Perspectives*, Vol. XLIII, No. 2, pp. 63-75.
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan. "Indian Small-Scale Manufacturing Firms: Achieving Competitive Advantage." In *International Fragmentation*, pp. 3-16. Palgrave Macmillan, Cham, 2016.
This publication is part of the International Marketing and Management Research Journal series (pivots) by Palgrave Publications, UK. Our paper was published as IMMR issue IV -

International Fragmentation: Impacts and Prospects for Manufacturing, Marketing, Economy and Growth.

- 2015 Schwieger, Dana, Christine Ladwig, **Sandipan Sen**, and Leisa Marshall (2015), "The Hack Attack at Winter's Tale Publishing (Case)", *Journal of the International Academy for Case Studies*. (The cases contained in this volume have been double blind refereed, and each was required to have a complete teaching note before consideration. The acceptance rate for manuscripts in this issue, 25%, conforms to our editorial policies. The Instructor's Note for each case in this volume will be published in a separate issue of the JIACS.)
- 2013 Madupu, Vivek, Sampath Kumar Ranganathan, and **Sandipan Sen** (2013), "The Impact of Visual Structure Complexity on Ad Liking, Elaboration and Comprehension," *Marketing Management Journal*, 23(2).
- 2013 Nagarajan, Vivek, Katrina Savitskie, **Sandipan Sen**, Sampath Kumar Ranganathan, and Aliosha Alexandrov (2013), "The effect of Environmental Uncertainty, Information Quality, and Logistics Practices Impact on the Supply Chain Flexibility of Small Manufacturing Firms." *Asia Pacific Journal of Marketing and Logistics*, 25 (5). (Early Cite)
- 2013 Ranganathan, Sampathkumar, Vivek Madupu, **Sandipan Sen**, and John Brooks (2013), "Affective and Cognitive Antecedents of Customer Loyalty towards Email Service Providers," *Journal of Services Marketing*, 27(4), 195-206.
- 2012 Ranganathan, Sampathkumar, and **Sandipan Sen** (2012), "Examining Charitable Donation Process in South India: Role of Gender," *International Journal of Nonprofit and Voluntary Sector Marketing*, 17 (2), 108-121.DOI: 10.1002/nvsm.1413.
- 2012 Ranganathan, Sampath, **Sandipan Sen**, Vivek Madupu, and John Brooks (2012), "E-Textbooks: An Analysis of Consumer Purchase Intentions," *Journal of Business and Economic Perspectives*, 39 (1), 22-31.
- 2011 Nagarajan, Vivek, **Sandipan Sen**, Katrina Savitskie, Sampathkumar Ranganathan, and Sudharani Raveendran (2011), "Supplier Partnerships, Information Quality, Supply chain flexibility, Supply Chain Integration, and Organizational Performance: The Indian Story," *International Journal of Integrated Supply Management*, 6 (2), 181-199.
- 2010 Myers, Susan D., **Sandipan Sen**, and Aliosha Alexandrov, "The Moderating Effect of Personality Traits on Attitudes Toward Advertisements: A Contingency Framework," *Management & Marketing: Challenges for Knowledge Society*, 5 (3), 3-20.

Publications in National Refereed Discipline Based Proceedings

- 2019 Myers, Susan, **Sandipan Sen**, Subhash Jha and George Deitz, "Consumer Attention to Advertisements with Traditional Versus Same-Sex Couples: An Eye-Tracking Study," *2019 Society for Marketing Advances Conference (Advertising Track)*, New Orleans, LA.

- 2019 Easter, Beth, **Sandipan Sen**, Sampath Ranganathan, and Judy Wiles, "Exploring Factors Helping Generate Revenue for Non-FBS Schools," *2019 Society for Marketing Advances Conference* (Sports Marketing and Hospitality track), New Orleans, LA.
- 2018 Myers, Susan and **Sandipan Sen**, "The Impact of Explicit Homosexual Imagery on Advertising Effectiveness," *2018 Society for Marketing Advances Conference* (Marketing Strategy Track), West Palm Beach, FL, p.440.
- 2018 **Sandipan Sen**, Katrina Savitskie, and Feisal Murshed, "Organizational Justice's Impact on Corporate Social Responsibility's Importance to Employees," *2018 Society for Marketing Advances Conference* (Marketing Strategy Track), West Palm Beach, FL.
- 2018 **Sandipan Sen**, Katrina Savitskie, Sampath Ranganathan, and John R. (Rusty) Brooks, Jr., "Food Truck Operators Provide Business Insights," *2018 Global Marketing Conference* (Digital and Social Media Marketing in Global Business Environment Track), Tokyo, Japan.
- 2017 Trang P. Tran and **Sandipan Sen**, "How to Enhance Brand Equity through Personalization, Brand Experience and Brand Attachment: A Study of Facebook," At the proceedings of Society for Marketing Advances Annual Conference, Fall 2017, pg 216-217. (National)
- 2017 **Sandipan Sen**, Savitskie, Katrina, and Feisal Murshed, "Corporate Social Responsibility's Impact on the Employee's Perceived Job Satisfaction and Firm Performance: The Employee Perspective," At the proceedings of Society for Marketing Advances Annual Conference, Fall 2017, pg 136. (National), **Won Best Paper in Ethics Track**
- 2016 **Sen, Sandipan**, Richard A. Rocco, and John Brooks Jr., "Playing to Win in the Field and Classroom: Understanding the Emerging Role of Gamification in Sales," (Atlanta, Ga: Society for Marketing Advances Annual Conference, Fall 2016). (National)
- 2016 **Sen, Sandipan**, Katrina Savitskie, Ahmet B. Koksal, Sampath Ranganathan, John R. (Rusty) Brooks, Jr., and Aliosha Alexandrov, "Mobile Retailing: Some Insights," (Atlanta, Ga: Society for Marketing Advances Annual Conference, Fall 2016). (National)
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Sampathkumar Ranganathan, "Information Quality's Role in the Supply Chain Integration Efforts of the Indian Small Scale Manufacturer: Facilitating Supply Chain Flexibility," 2016 Academy of International Business U.S. Southeast Chapter Annual Conference (Global Value Chains, International Trade, and Markets Track), Tampa, FL. (National)
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Feisal Murshed, "Impact of Organizational Justice and Corporate Social Responsibility on Employee's Perceived Job Satisfaction and Firm Performance," 2016 Atlantic Marketing Association Conference (Green Marketing/Sustainability Track), Charleston, SC. (National)
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Sampathkumar Ranganathan, "Critical Supply Chain Initiatives and the Organizational Performance Impact in the Indian Small Scale Manufacturing Sector," 2016 Global Marketing Conference (Channel Management Track), Hong Kong. (International)
- 2016 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan, "*Information's Role in Supply Chain Integration Efforts of the Indian Manufacturing Firm Under Environmental Uncertainty: The Supply Chain Flexibility Impact*," (St. Simons Island, Georgia: Association of Marketing Theory and Practice 2016 25th Anniversary Conference, Spring 2016).

- 2015 **Sen, Sandipan**, Richard A. Rocco, and John Brooks Jr., “*The Millennial Salesperson: Exploring The Role of Gamification*,” (San Antonio, Tx: Society for Marketing Advances Annual Conference, Fall 2015).
- 2015 Alexandrov, Aliosha, and **Sandipan Sen**, “*The Effect of Product Type and Opinion Valence on Word of Mouth Dissemination: A Network Approach*,” (San Antonio: Society for Marketing Advances Annual Conference, Fall 2015).
- 2014 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan, “*Critical Supply Chain Initiatives and the Organizational Performance Impact*,” (Miami, FL: Academy of International Business U.S. Southeast Chapter Annual Conference, Fall 2014).
- 2014 **Sen, Sandipan**, Katrina Savitskie, Sampath Ranganathan, and John R. (Rusty) Brooks, Jr., “*Food Truck Marketing: Factors that Impact Value Creation*,” (New Orleans, LA: Society for Marketing Advances, Fall 2014).
- 2014 **Sen, Sandipan**, Aliosha Alexandrov and Emin Babakus, “*Examining the Effects of Service Convenience: A Case for A Large National Retailer*,” (New Orleans, LA: Society for Marketing Advances, Fall 2014).
- 2014 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan, “*Lean Supplier Practices and the Indian Supplier Responsiveness Impact*,” (Dallas, TX: Academy of International Business U.S. Southwest Chapter Annual Conference, Spring 2014).
- 2014 **Sen, Sandipan**, Katrina Savitskie, Sampath Ranganathan, and John R. (Rusty) Brooks, Jr., “*The Food Truck Phenomenon: The Vendor’s Perspective*” (Chicago, IL: Marketing Management Association Conference, Spring 2014).
- 2014 Madupu, Vivek, Sampath Ranganathan, and **Sen, Sandipan**, “The Relationship Between Consumer Sentiment Towards Advertising and Ad Credibility, Ad Likeability, and Attention to Ads: The Case with Visual Metaphors” (Chicago, IL: Marketing Management Association Conference, Spring 2014).
- 2013 **Sen, Sandipan**, Sampathkumar Ranganathan., and John Brooks (2013), “QR Codes: Industry Perspectives” Society for Marketing Advances Conference Proceedings, Tuscaloosa, Al: Society for Marketing Advances, Hilton head, SC, 2013.
- 2013 Madupu, Vivek, **Sandipan Sen**, and Sampathkumar Ranganathan (2013), “The Impact of Visual Structure Complexity on Ad Liking, Elaboration and Comprehension,” Society for Marketing Advances Conference Proceedings, Tuscaloosa, Al: Society for Marketing Advances, Hilton head, SC, 2013
- 2013 **Sandipan Sen**, Katrina Savitskie, Sampath Ranganathan, and John R. (Rusty) Brooks, Jr. (2013), “Everything You Wanted To Know About Food Trucks But Were Too Hungry To Ask!” Society for Marketing Advances Conference Proceedings, Tuscaloosa, Al: Society for Marketing Advances, Hilton head, SC, 2013
- 2013 **Sen, Sandipan** and Sujay Dutta (2013), “Advertised Reference Prices as Signals of Price Competitiveness: What Happens When Perceived Information Asymmetry is Low?,” Abstract in the proceedings of Babson College 2013 Pricing Conference.
- 2013 Savitskie, Katrina, **Sandipan Sen**, and Sampath Ranganathan (2013), “Small Manufacturing Firms In India: Achieving Competitive Advantage,” Spring Marketing Management Association Conference, Chicago, IL.
Winner of the Best Paper in Track, Supply Chain, Logistics & B2B Marketing, 2013. Best Paper in Track Award
- 2012 Madupu, Vivek, Sampath Kumar Ranganathan, and **Sandipan Sen** (2012), “The Influence of Blind and Constructive Patriotism on Consumer Ethnocentrism and Willingness to Buy

- Bi-National Products”, (Fall ed., pp. 191-192). Williamsburg, VA: Atlantic Marketing Association.
- 2012 Lane, Justin., **Sandipan Sen**, Aliosha Alexandrov, Sampathkumar Ranganathan, John Brooks, and Vivek Madupu (2012), “*Quick Response Code: A Review of its Applications and Factors Inhibiting its Adoptions*,” Abstract in Society for Marketing Advances Conference Proceedings, Tuscaloosa, AL: Society for Marketing Advances, Orlando, FL, 2012, pp. 176-177.
- 2012 **Sen, Sandipan**, Daniel Sherrell, and Balaji Krishnan (2012), “*Understanding The Internal Reference Price Mechanism in an Online Shopping Context*,” Abstract in the proceedings of Wayne State University 2012 Pricing Conference.
- 2012 Ranganathan, Sampathkumar, **Sandipan Sen**, Gaurav Bansal, Mary Cherian, and Bhagyalakshmi Venkatesh (2012), “*A Conceptual Model of Determinants of Students’ Intentions to Use Electronic Textbooks*,” Abstract in 7th Annual Midwest Association for Information Systems Conference and Proceedings, Green Bay, WI.
- 2011 Ranganathan, Sampathkumar, Vivek Madupu, and **Sandipan Sen** (2011), “Impact of Trust, Brand Attitudes and Value on Intentions to use E-textbooks,” *Society for Marketing Advances Conference Proceedings, William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Society for Marketing Advances, Memphis, TN: 2011, pp. 23-24.*
- 2011 Nagarajan, Vivek, Katrina Savitskie, Sampathkumar Ranganathan, **Sandipan Sen**, and Sudharani Raveendran (2011), “The Impact of Strategic Supplier Partnership and Information Quality on Supply Chain Flexibility and Organizational Performance,” *Marketing Management Association Conference Proceedings, Chicago IL, pp. 9.*
- 2011 **Sen, Sandipan** and Richard Rocco (2011), “Online Brand Dimensions and Customer Perceptions of the Brand: The Role of Brand Recovery Activities with Broken Brand Promises,” *Marketing Management Association Conference Proceedings, Chicago IL, pp. 224.*
- 2010 **Sen, Sandipan**, and Peter Chanthanakone (2010), “*Implementing Experiential Learning through Inter-disciplinary Collaboration*,” Abstract in the proceedings of MMA Fall Educators’ Conference – 2010, pp. 80 – 81.
- 2010 Fukui, Yuko., **Sandipan Sen**, Sampathkumar Ranganathan, and Vivek Madupu (2010), “Tradition vs. Modernity: A comparative study of 'Ryokans' and Western-styled Luxury Hotels in Japan,” *Abstract in Society for Marketing Advances Conference Proceedings, William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Society for Marketing Advances, Atlanta, GA: 2010, pp. 263 -264.*
- 2010 Dokpesi, Danesi Imouloghome, **Sandipan Sen**, and Aliosha Alexandrov (2010), “The Effect of Acculturation on Ethnic Product Consumption: A Microcultural Perspective,” *Abstract in Society for Marketing Advances Conference Proceedings, William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Society for Marketing Advances, Atlanta, GA: 2010, pp. 56- 57.*
- 2010 Savitskie, Katrina., Sampathkumar Ranganathan, and **Sandipan Sen** (2010), “Environmental Uncertainty, Information Quality and Logistics Practices Impact on the Supply Chain Flexibility of Small Manufacturing Firms,” *Abstract in Society for Marketing Advances Conference Proceedings, William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Society for Marketing Advances, Atlanta, GA: 2010, pp. 305-306.*
- 2010 Ranganathan, Sampathkumar., Vivek Madupu, and **Sandipan Sen** (2010), “Emotional and Cognitive Antecedents of Customer Loyalty towards Email Service Providers,” *Abstract in*

- Society for Marketing Advances Conference Proceedings*, William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Society for Marketing Advances, Atlanta, GA: 2010, pp. 248 – 249.
- 2009 **Sen, Sandipan**, Sampathkumar Ranganathan, and Walter H. Henley (2009), “Development of a Sex Based Predictor Model for Charitable Donations: An Indian Context,” *William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Abstract in the Proceedings of Society for Marketing Advances*, 2009, pp. 270 -271.
- 2009 Nagarajan, Vivek, **Sandipan Sen**, Sampath Kumar Ranganathan, and Sudharani Ravindran (2009), “An Empirical Study of Causal Linkages Existing in a Supply Chain Environment: The Indian Story,” *Abstract in the Proceedings of Marketing Management Association Spring 2009 Conference, Chicago*, p. 60.
- 2008 Ranganathan, Sampath K. and **Sandipan Sen** (2008), “Examining the Role of Service Quality and Shared Values in the Trust, Commitment and Behavioral Intentions Relationship,” *William J. Kehoe and Linda K. Whitten editors. Tuscaloosa, AL: Abstract in the proceedings of 2008 Society for Marketing Advances*, pp. 171-172.
- 2008 Kilburn, A., B. Kilburn, S. **Sen**, and T. Cates, “Internal Exchange Partner Relationship Quality as a Predictor of Internal Service Quality,” *Abstract in the preceedongs of 2008 Annual Meeting of the Association of Marketing Theory and Practice*, p. 38.
- 2006 Dupuis, Rachele J., Aliosha Alexandrov, **Sandipan Sen**, and Kirby L.J. Shannahan (2006), “Practitioners’ Perceptions of Marketing: Implications of the Baby Boomer-Generation X Handoff for Marketing Education,” *Abstract in the Proceedings of 2006 Society for Marketing Advances Annual Conference*.
- 2006 **Sen, Sandipan** and Emin Babakus (2006), “Examining Service Convenience- Customer Satisfaction-Share of Wallet Relationships,” *Abstract in the Proceedings of AMA Summer Educators’ Conference*, p. 302.
- 2006 Sinclair, Jollean K. and **Sandipan Sen** (2006), “The Role of Consumer Education in the Future of RFID,” *Abstract in the Proceedings of AMA Summer Educators’ Conference*, p. 215.
- 2006 Myers, Susan D., **Sandipan Sen**, Aliosha Alexandrov, and Alan Bush (2006), “A Contingency Framework of the Moderating Effect of Personality Traits on Attitudes Toward Advertisements,” *Abstract in the Proceedings of AMA Winter Educators’ Conference Proceedings*, Vol. 17, Jean L. Johnson and John Hulland, eds. pp. 9-10.
- 2005 **Sen, Sandipan**, Marla Royne Stafford, and Emin Babakus (2005), “Development and Validation of a Service Convenience Model,” *Abstract in the Proceedings of AMA Summer Educator’s Conference*, Beth A. Walker and Mark B. Houston, eds. pp. 283-284.
- 2005 **Sen, Sandipan** (2005), “Conceptualizing Implicit Memory on Buying Decision Process Model: Examining Memory Processes in Response to Non-Semantic and Acoustic Stimuli,” *Abstract in the Proceedings of 2005 Society for Marketing Advances Proceedings*, William J. Kehoe and Linda K. Whitten, eds. pp. 100-101.

II. CONTRIBUTIONS TO PRACTICE

A. Articles in Professional or Trade Journals

- 2006 Ranganathan, Sampath, **Sandipan Sen**, and Balaji C. Krishnan (2006), "Guilt in Advertising," *Advertising Express*: ICFAI University Press, April 2006, pp. 43–45.

Chapters in Professional or Trade Books

- 2008 Ranganathan, Sampath., **Sandipan Sen**, and Balaji Krishnan (2008) "Guilt in Advertising" in *Managing Emotional Appeals in Advertising - Concepts and Cases*, Pramod Rao and Ravikant S. Wavage, eds. ICFAI Books, Hyderabad, India. ISBN: 81-314-1403-5.

III. LEARNING AND PEDAGOGICAL RESEARCH

Publications in National Refereed Pedagogical Journals

- 2021 "Post-COVID Applied PR Student Experience"—**Sandipan Sen**, Southeast Missouri State University and Richard A. Rocco, DePaul University in Drehmer, Charles, and Prachi Gala. "Breaking Down Classroom Walls: Teaching Moments for Online Learning Excellence." *Marketing Education Review* (2021): 1-3.
- 2020 "Taking Role-Plays to the Next Level: Superhero Personas"—**Sandipan Sen**, Southeast Missouri State University and Richard A. Rocco, DePaul University in Drehmer, Charles E., Kesha K. Coker, and Prachi Gala. "Big Impact Teaching Moments in The Big Easy." 30:2, 89-91, DOI: 10.1080/10528008.2020.17535426.
- 2019 "What's your ADDYtude? Student learning experiences and the mechanics of advertising,"—**Sandipan Sen**, Southeast Missouri State University and Richard A. Rocco, DePaul University in Whalen, D. J. and K. K. Coker. (2018). "Shining In the Classroom With Teaching Moments", *Marketing Education Review*. 29(2):1-6. DOI:10.1080/10528008.2019.1609994
- 2018 "What's Your Story? Transforming the Common Sales Pitch"—**Sandipan Sen**, Southeast Missouri State University and Richard A. Rocco, DePaul University in Whalen, D. J. and K. K. Coker. (2018). "**Teaching Moments**: Rapidly diffusing pedagogical advances Classroom ready *Teaching Moments*." *Marketing Education Review*. Vol. 28. No. 3.Pp. 155-158, DOI: 10.1080/10528008.2018.1443016.
- 2017 "Advancing Teaching and Learning Through Interdisciplinary Collaboration: Two Client- Focused, Experiential Case Studies"—**Sandipan Sen**, Southeast Missouri State University, Richard A. Rocco, DePaul University and Louise Bodenheimer, Southeast Missouri State University in Whalen, D. Joel and Kesha Coker. (2017). "Classroom ready **Teaching Moments**." *Marketing Education Review*, vol. 27, no. 2 (2017), pp. 119–123.

DOI: 10.1080/10528008.2017.1278610

<https://salesleadershipcenter.com/research/marketing-education-review-teaching-moments>

- 2015 Schwieger, Dana, Christine Ladwig, **Sandipan Sen**, and Leisa Marshall. "The Hack Attack at Winter's Tale Publishing." *Journal of the International Academy for Case Studies* 21, no. 5 (2015): 241.
- 2015 Marshall, Leisa, Dana Schwieger, Christine Ladwig, and **Sandipan Sen**. "The Hack Attack at Winter's Tale Publishing: The Forensic Accounting/internal Auditing Perspective." *Journal of the International Academy for Case Studies* 21, no. 5 (2015): 247.
- 2015 Schwieger, Dana, Christine Ladwig, **Sandipan Sen**, and Leisa Marshall. "The Hack Attack at Winter's Tale Publishing: The It Management Perspective." *Journal of the International Academy for Case Studies* 21, no. 5 (2015): 271.
- 2015 Ladwig, Christine, Dana Schwieger, **Sandipan Sen**, and Leisa Marshall. "The Hack Attack at Winter's Tale Publishing: The Business Law Perspective." *Journal of the International Academy for Case Studies* 21, no. 5 (2015): 253.
- 2015 **Sen, Sandipan**, Christine Ladwig, Dana Schwieger, and Leisa Marshall. "The Hack Attack at Winter's Tale Publishing: The Marketing Perspective." *Journal of the International Academy for Case Studies* 21, no. 5 (2015): 267.

(The cases contained in this volume have been double blind refereed, and each was required to have a complete teaching note before consideration. The acceptance rate for manuscripts in this issue, 25%, conforms to our editorial policies. The Instructor's Note for each case in this volume will be published in a separate issue of the JIACS.)

- 2013 Pan, Guohua, **Sandipan Sen**, David A. Starrett, Curtis J. Bonk, Michael L. Rodgers, Mohan Tikoo, and David V. Powell (2013), "Instructor-Made Videos as a Scaffolding Tool." *MERLOT Journal of Online Learning and Teaching*, 8 (4), 298-311.

Publications in Regional Refereed Pedagogical Based Proceedings

- 2020 **Sandipan Sen and Richard A. Rocco**, "Post-COVID Applied PR Student Experience," *2020 Society for Marketing Advances Conference* (Teaching Moments), Virtual Presentation.
- 2019 **Sandipan Sen and Richard A. Rocco**, "Taking Role-Plays to the Next Level: Superhero Personas," *2019 Society for Marketing Advances Conference* (Teaching Moments), New Orleans, LA.
- 2018 **Sen, Sandipan**, and Richard A. Rocco, "What's your ADDYtude? Student learning experiences and the mechanics of advertising," *Accepted to be presented at SMA*

- Teaching Moment Session, Society for Marketing Advances Annual Conference, Fall 2018.
- 2017 **Sen, Sandipan**, and Richard A. Rocco, “What's your story? Transforming the common sales pitch through storytelling,” Presented at SMA Teaching Moment Session, Society for Marketing Advances Annual Conference, Fall 2017.
- 2016 **Sen, Sandipan**, Richard A. Rocco, and Louise Bodenheimer, “Classroom Ready Teaching Moments: Advancing Teaching and Learning Through Interdisciplinary Collaboration: Two Client-Focused, Experiential Case Studies,” (Atlanta, Ga: Society for Marketing Advances Annual Conference, Fall 2016).
- 2015 Schwieger, Dana, Christine Ladwig, **Sandipan Sen**, and Leisa Marshall (2015), “The Hack Attack at Winter’s Tale Publishing (Case)”, Proceedings of Allied Academies Spring International Conference, April 8-10, New Orleans, LA., p.27. (Presented by Dr. Schwieger) **Distinguished Research Award Winner - International Academy for Case Studies**
- 2010 Pan, G., **Sen, S.**, Starrett, D., Rodgers, M., Tikoo, M. & Powell, D. (2010), "The effectiveness of video component: An expanded follow-up investigation," Abstract in J. Sanchez & K. Zhang (Eds.), *Proceedings of World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education 2010*: pp. 2067-2072. Chesapeake, VA: AACE.
- 2010 Pan, Guohua, **Sandipan Sen**, and David Starrette (2010), “*The Effectiveness of Video Component in MK555: A Follow-Up Investigation*,” Abstract in the *Proceedings of the EDUCAUSE Midwest Regional Conference, 2010, Chicago, IL*, and also presented at the special conference session, “*Video Applications for Student and Faculty Engagement*”.

Chapters in Text Books

- 2019 Mahto, R. V., McDowell, W.C., **Sen, S.**, & Ahluwalia, S. (2018), Internet of Things and Entrepreneurship Education: Opportunities and Challenges. In book: *Annals of Entrepreneurship Education and Pedagogy*, 3rd Ed. (pp.162-186) Publisher: Edgar Elgar Publishing, DOI:10.4337/9781788114950.00017
- 2008 Sinclair, J.K., and **S.S. Sen**, “The Role of Consumer Education in the Future of RFID” [book chapter] in *Handbook of Radio Frequency Identification (RFID) Technologies in Operations and Supply Chain Management: Research and Applications*, T. Blecker, G. Huang, and F. Salvador, eds. Berlin: Erich Schmidt Verlag Publishers, pp. 501–516.

INTELLECTUAL AND FACULTY DEVELOPMENT ACTIVITIES

I. MANUSCRIPT REVIEWS

- 2022 Manuscript Reviewer: Society for Marketing Advances
- 2022 Manuscript Reviewer: Review of Managerial Science
- 2022 Manuscript Reviewer: Journal of Business Research
- 2022 Manuscript Reviewer: Asia Pacific Journal of Marketing and Logistics
- 2022 Manuscript Reviewer: Technological Forecasting & Social Change
- 2022 Manuscript Reviewer: Journal of Services Marketing
- 2022 Manuscript Reviewer: Journal of Marketing Theory and Practice
- 2022 Manuscript Reviewer: International Journal of Emerging Markets
- 2021 Manuscript Reviewer: Society for Marketing Advances
- 2021 Manuscript Reviewer: Technological Forecasting & Social Change
- 2021 Manuscript Reviewer: Review of Managerial Science
- 2021 Manuscript Reviewer: Asia Pacific Journal of Marketing and Logistics
- 2021 Manuscript Reviewer: Journal of Services Marketing
- 2021 Manuscript Reviewer: Journal of Business Research
- 2021 Manuscript Reviewer: Journal of Marketing Theory and Practice
- 2021 Manuscript Reviewer: Journal of Research in Interactive Marketing
- 2020 Manuscript Reviewer: Journal of Small Business Management
- 2020 Manuscript Reviewer: Asia Pacific Journal of Marketing and Logistics
- 2020 Manuscript Reviewer: Technological Forecasting & Social Change
- 2020 Manuscript Reviewer: Journal of Small Business Strategy
- 2020 Manuscript Reviewer: Journal of Research in Interactive Marketing
- 2019 Manuscript Reviewer: Asia Pacific Journal of Marketing and Logistics
- 2019 Manuscript Reviewer: Journal of Services Marketing
- 2019 Manuscript Reviewer: International Journal of Marketing and Sales Education
- 2018 Book chapter Reviewer: IGI Global publications
- 2018 Manuscript Reviewer: Journal of Small Business Strategy
- 2018 Manuscript Reviewer: Marketing Management Association
- 2018 Manuscript Reviewer: Society for Marketing Advances
- 2018 Manuscript Reviewer: Journal of Business Research
- 2018 Manuscript Reviewer: Journal of Services Marketing
- 2017 Manuscript Reviewer: Journal of Services Marketing
- 2017 Manuscript Reviewer: International Journal of Marketing and Sales Education
- 2017 Manuscript Reviewer: Technological Forecasting & Social Change
- 2017 Manuscript Reviewer: Society for Marketing Advances
- 2017 Manuscript Reviewer: Journal of Business Research
- 2017 Manuscript Reviewer: International Journal of Nonprofit and Voluntary Sector Marketing
- 2016 Manuscript Reviewer: Journal of Services Marketing
- 2016 Manuscript Reviewer: Society for Marketing Advances Fall conference
- 2016 Manuscript Reviewer: MMA Spring 2017 Chicago Conference
- 2016 Manuscript Reviewer: Southern Management Association Fall Conference

- 2016 Manuscript Reviewer: Journal of Business Research- Special Issue
- 2016 Manuscript Reviewer: International Journal of Nonprofit and Voluntary Sector Marketing
- 2015 Manuscript Reviewer: Journal of Services Marketing
- 2015 Manuscript Reviewer: Marketing Education Review- Special Issue
- 2015 Manuscript Reviewer: Southern Management Association Annual Conference
- 2015 Manuscript Reviewer: 2015 SMA Educator's Conference
- 2014 Manuscript Reviewer: Journal of Services Marketing
- 2014 Manuscript Reviewer: Asia Pacific Journal of Marketing and Logistics
- 2013 Manuscript Reviewer: International Journal of Nonprofit and Voluntary Sector Marketing
- 2013 Manuscript Reviewer: Marketing Education Review- Special Issue
- 2013 Manuscript Reviewer: 2013 SMA Educator's Conference, Hilton Head, SC
- 2012 Manuscript Reviewer: Marketing Education Review- Special Issue
- 2012 Manuscript Reviewer: International Journal of Accounting and Information Management
- 2012 Article Editor: Sage Open
- 2011 Manuscript Reviewer: International Journal of Nonprofit and Voluntary Sector Marketing
- 2011 Manuscript Reviewer: 2011 SMA Educator's Conference, Memphis
- 2010 Manuscript Reviewer: 2011 MMA Educator's Conference, Chicago
- 2010 Manuscript Reviewer: 2010 SMA Educator's Conference, Atlanta
- 2010 Manuscript Reviewer: 2010 MMA Fall Educator's Conference, Indianapolis
- 2010 Manuscript Reviewer: Special Issue for Information Technology and Management
- 2009 Manuscript Reviewer: 2010 MMA Educator's Conference, Chicago
- 2008 Manuscript Reviewer: 2008 Behavioral Pricing conference at Drexel University, PA.
- 2007 Manuscript Reviewer: AMA Summer Educator's Conference
- 2007 Manuscript Reviewer: Journal of Product Innovation Management
- 2006 Manuscript Reviewer: Journal of Product Innovation Management
- 2006 Manuscript Reviewer: AMA Summer Educator's Conference

II. PROFESSIONAL AFFILIATIONS

Society for Marketing Advances
Beta Gamma Sigma

III. UNIVERSITY SERVICE

Department-level Committees

Member, 2021, 2022 Marketing Chair Search Committee for the Department of Marketing.

Member, 2021 RNTT instructor search committee for the Department of Marketing.

Member, 2021 IMC Enhancement for program prioritization committee for the Department of Marketing.

Member, Management and Marketing Department Socials Committee, 2008 – 2014

Library Liaison from the Marketing Department, 2008 – present
Member, 2009 Marketing Search Committee for the Department of Management and Marketing.
Member – 2011 departmental subcommittee for revising the AQ Status requirements
Member, Department level SLO External Validation Committee - ongoing
Member, Department level Marketing SLO committee - ongoing
Member, 2013 Entrepreneurship Search Committee for the Department of Management and Marketing
Member, 2015 Department of Management and Marketing Promotion, Retention and Tenure Committee.
Member, 2016 Department of Management and Marketing recruitment Committee.
Faculty class observer, 2014 – present.

College-level Committees

Member, Kent Library Recruitment Committee for two RNTT librarians (2018 – Invited to the committee by Dean of the Library)
Member, HCB Assurance of Learning Committee, 2011 – 2018
Member, College level International Business Programs Committee, 2009 – 2010
Member, Kent Library Recruitment Committee for two RNTT librarians (2013 – Invited to the committee by Dean of the Library, Dr. Dave Starrett)
Member, HCB Publication Quality Committee, 2016 – present
Member, HCB Sabbatical Leave Review Committee, 2017
Member, HCB Scholarship Committee, 2017 – 2018
Chair and member, HCBC Handbook revision committee, 2019
Member, College level Promotion and Tenure Committee, 2020-present
Member, College level HCBC Certificate Program Proposal Task Force 2021
Member, College level ACSB Intellectual Contributions Task Force 2021 - present
Member, College level Business Accreditation Committee 2021 – present
Member, Engagement and Societal Impact (E&SI) Steering Committee 2021 – present
Member, “Faculty Success” Committee 2021 – present

University-level Committees

Member, University level Library Periodicals cut committee 2011
Member, University level Human Subjects Review committee 2010 -2012
Member, University level Information Technology Committee 2012 – 2014
Member, University level Academic Advising Committee, 2014-2016
Member, Catapult Gallery Committee, 2015 – 2016
Member, University level Promotion and Tenure Committee, 2016-2021

Advisor, International Business Club, 2009 - 2016

Advisor, SEMO Bowling Club 2009 - 2011

Department representative, Show Me Day

2008,2009,2010,2011.2012,2013,2014,2015,2016,2017, 2018,2019,2020 (Virtual), 2021 (Virtual)

Department representative, HCB Open House, Fall 2011, Spring 2012

Department representative, Southeast Missouri Regional College Fair, 2012

International Business Club representative, 2012 HCB Welcome Back Picnic
Representative - International Business Club, SEMO Welcome Back Picnic, 2010, 2011,
Presenter, Thrive in 5! – Presentation of Promotion, Tenure and Merit Pay, New Faculty
Orientation

IV. PROFESSIONAL SERVICE

Secretary – Society for Marketing Advances, 2019 -present
Track Chair (Product and Brand Management): West Palm Beach, FL: Society for Marketing
Advances Annual Conference, Fall 2018.
Editorial Board Member, International Journal of Marketing and Sales Education (discontinued)
Track Chair (Product and Brand Management): Louisville, KY: Society for Marketing
Advances Annual Conference, Fall 2017.
Track Chair (Pricing): Atlanta, Ga: Society for Marketing Advances Annual Conference, Fall
2016.
Session Chair, Product and Brand Management Track, Society for Marketing Advances Annual
Conference, Fall 2018.
Special Session Panelist – Aligning marketing education with marketing practice: Focus on
technology in the classroom: 2015 SMA Fall Conference, San Antonio, TX.
Special Session Panelist - The Growing Hispanic Market: Implications for
Sales and Sales Strategies: 2013 SMA Fall Conference, Hilton Head, SC
Special Session Panelist - Challenges and Opportunities for Marketing Practice and Marketing
Education: Focus on Technology: 2013 SMA Fall Conference, Hilton Head, SC
Special Session Panelist -Technology Challenges and Opportunities for Marketing Practice and
Marketing Education: 2013 MMA Spring Conference, Chicago
Track Chair – Technology in Marketing: 2013 MMA Spring Conference, Chicago
Session Chair: 2010 MMA Fall Conference, Indianapolis.
Session Chair: 2010 SMA Fall Conference, Atlanta.
External PhD Thesis Examiner: S.Sudha (2011), “A Study on Growth Prospects of
Industrial Servo Stabilizer Manufactures in India- with reference to SSI Units,” Vinayaka
Missions University, Salem, India
Judge: 2011 Judge for Missouri DECA District Competition for High Schools.
Judge: 2012 Judge for Missouri DECA District Competition for High Schools.
Judge: 2013 Judge for FBLA District Competition.
Judge: 2014 Judge for FBLA District Competition.
Judge: 2016 Judge for FBLA District Competition.
Judge: 2017 Judge for FBLA District Competition.
Volunteer host: 2011, 2012 Tri-State AMP ADDY Awards judging
Coach: Coached several HCB students for 2011/2012/2016/2017 regional and national DECA
Competitions
Coach: Coached several HCB students for 2017 National Sales Pitch Competition, Kennesaw
State University, Ga.

V. MBA Applied Research Projects Supervised

Juvernando Ramirez, Fall 2009
Danesi Dokpesi, Fall 2009

Yuko Fukui, Spring 2010
Angela M. Herzog Summer 2010
Lee Montgomery Fall 2010
Sumit Dhankar, Summer 2011
Beth Crum, Fall 2011
Justin Lane, Spring 2012
Wai Yan Lwin, Fall 2012
Nishant Bharadwaj, Fall 2012
David Morris, Fall 2012
Emily Porter, Spring 2013
Varian Chin, Spring 2014
Lichao Sun, Fall 2014
Ryan Moshtagh, Spring 2015
James Gieselmann Fall 2020

VI. Undergraduate Honors Project Supervised

MK449-01 2017 Fall: Cameron Horn
MK443-01 2018 Fall: Kayla Miller
MK341-01 2018 Fall: Kristen Hanser
MK341-01 Spring 2020: Haley Mierzejewski
MK555-740 Spring 2021: Jaedyn Weimer
MK342-01 2021 Fall Hien Minh Ngo
MK555-740 Spring 2022 Hien Minh Ngo
MK555-740 Spring 2022 Mackenzie Gerling
MK449-01 Spring 2022 Mackenzie Gerling

VII. UNDERGRADUATE ADVISING

Fall 2008 – 10 students
Spring 2009 – 12 students
Fall 2009 – International student advisor – 24 students
Spring 2010 – International student advisor – 15 students
Fall 2010 – International student co-advisor – 23 students
Spring 2011 – International student co-advisor – 19 students
Fall 2011 – International student co-advisor – 19 students
Spring 2012 – 13 students
Summer 2012 – 16 students
Fall 2012 – 13 students
Spring 2013 – 12 students
Summer 2013 – 14 students
Fall 2013 – 13 students
Spring 2014 – 12 students
Fall 2014 – 19 students
Spring 2015 – 22 students
Summer 2015 – 23 students

Fall 2015 – 22 students
 Spring 2016 – 21 students
 Summer 2016 – 22 students
 Fall 2016 – 24 students
 Spring 2017 – 22 students
 Summer 2017 – 19 students
 Fall 2017 – 21 students
 Spring 2018 – 20 students
 Summer 2018 – 30 students
 Fall 2018 – 38 students
 Spring 2019 – 35 students
 Fall 2019 – 32 students
 Spring 2020 – 26 students
 Summer 2020 – 35 students
 Fall 2020 – 26 students
 Spring 2021 – 31 students
 Fall 2021 – 26 students
 Spring 2022 – 30 students

VIII. HONORS AND AWARDS

Got mentioned in the graduate survey as one of the professors with high impact for two consecutive years.

- 2021 Was awarded a grant of \$3250.00 by the **Grants and Research Funding Committee (GRFC)**, Southeast Missouri State University for a research proposal: “An experimental study on impact of Micro-influencers on social media engagement.”
- 2021 Was awarded the **Douglas C. Greene Innovation and Entrepreneurship Fellowship** (\$2000), Southeast Missouri State University for a research proposal to study family business dynamics.
- 2021 2021 Silver ADDY award (1) was won by the Fall 2021 students of MK443
- 2021 2021 Bronze ADDY award (2) was won by the Fall 2021 students of MK443
- 2020 2020 Gold AA (2) award was won by Fall 2020 students of MK443
- 2020 2020 Silver ADDY award (4) was won by the Fall 2020 students of MK443
- 2020 2020 Bronze ADDY award (5) was won by the Fall 2020 students of MK443
- 2019 2019 Bronze ADDY award (3) was won by the Fall 2019 students of MK443
- 2018 2018 Gold ADDY award was won by Fall 2018 students of MK443
- 2018 2018 Silver ADDY award (3) was won by the Fall 2018 of MK449 and Spring 2018 students of MK443
- 2018 2018 Bronze ADDY award (3) was won by the Fall 2018 and Spring 2018 students of MK449 and Fall 2018 students of MK443
- 2017 2017 Gold ADDY award (Best of Show) was won by a Spring 2017 student of MK342
- 2017 2017 Silver ADDY award (2) was won by the Fall 2017 students of MK443
- 2017 2017 Bronze ADDY award (1) was won by the Spring 2017 students of MK342
- 2017 2017 Bronze ADDY award (1) was won by the Spring 2017 students of MK449
- 2017 **Best Paper in Ethics Track, SMA Annual conference, Louisville, KY**

- 2016 2016 Silver ADDY award (4) was won by the Fall 2015 students of MK443
- 2016 2016 Silver ADDY award (4) was won by the Fall 2015 students of MK443
- 2016 2016 Silver ADDY award (4) was won by the Fall 2015 students of MK443
- 2015 **Distinguished Research Award Winner - International Academy for Case Studies**
- 2015 2015 Silver ADDY award (4) was won by the Fall 2015 students of MK443
- 2015 2015 Bronze ADDY award (3) was won by the Fall 2015 students of MK443
- 2014 2014 Gold ADDY award (3) was won by the Fall 2014 students of MK343 and Spring 2014 MK342.
- 2014 2014 Silver ADDY award (6) was won by the Fall 2014 students of MK343
- 2014 2014 Bronze ADDY award (6) was won by the Fall 2014 students of MK343 And Spring MK342.
- 2013 2013 Gold ADDY award was won by the Fall 2013 students of MK343 for the 'St. Louis Cardinals Fan Poster' assignment.
- 2013 2013 Gold ADDY award was won by the Fall 2013 students of MK343 for the 'St. Louis Cardinals Fan video' assignment.
- 2013 2013 Gold ADDY award was won by the Fall 2013 collaborating students of MK343/ Brett Crowe for the 'Elite Travels' TV spot.
- 2013 2013 Silver ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Elite Travels' campaign.
- 2013 2013 Silver ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Elite Travels' campaign.
- 2013 2013 Silver ADDY award was won by the Fall 2013 students of MK344 for the 'Café Chez Vous' business concept.
- 2013 2013 Silver ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Midcom Technologies' campaign.
- 2013 2013 Bronze ADDY award was won by the Fall 2013 students of MK343 for the 'St. Louis Cardinals Fan Poster' assignment.
- 2013 2013 Bronze ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Midcom Technologies' campaign.
- 2013 2013 Bronze ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Midcom Technologies' campaign.
- 2013 2013 Bronze ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Midcom Technologies' campaign.
- 2013 2013 Bronze ADDY award was won by the Fall 2013 collaborating students of MK343/ AR417 for the 'Elite Travels' campaign.
- 2013 2013 Bronze ADDY award was won by the Spring 2013 students of MK449 for the 'Cape Art Council' marketing project.
- 2013 Was awarded a grant of \$2600.00 by the **Grants and Research Funding Committee (GRFC)**, Southeast Missouri State University for a research proposal: "Small Scale Manufacturing in India: An Evaluation of Critical Supply Chain Management Issues."
- 2013 **2013 MMA Spring Conference: Best Paper in the Track award**
- 2012 **Copper Dome Faculty Fellow for Excellence in Research, 2012-2014.**
- 2012 2012 Gold ADDY award was won by the Spring 2012 collaborating students of MK343/ AR408 for the 'Discovery Playhouse' campaign.

- 2012 2012 Silver ADDY (1) award was won by the Fall 2012 collaborating students of MK443/ AR416 for the 'Timeless Tributes' campaign.
- 2012 2012 Bronze ADDY (3) awards was won by the Fall 2012 collaborating students of MK443/ AR416 for the 'Timeless Tributes' campaign.
- 2012 2012 Silver ADDY (3) awards was won by the Spring 2012 collaborating students of MK343/ AR408 for the 'Discovery Playhouse' campaign.
- 2012 2012 Bronze ADDY (5) awards was won by the Spring 2012 collaborating students of MK343/ AR408 for the 'Discovery Playhouse' campaign.
- 2011 2011 Bronze ADDY award was won by the Spring 2011 collaborating students of MK343/ GM320 for the 'Glenn House' campaign.
- 2011 2011 Bronze ADDY award was won by the Fall 2011 students of MK343 for the 'Mazda 5' campaign.
- 2011 2011 Gold ADDY (Best of Show) won by the Fall 2011 collaborating students of MK343/ AR 417 for the 'Around Town' campaign.
- 2011 Coached a contingent of Fall 2010/ Spring 2011 DECA students who won several business case study competitions in regional as well as National DECA meetings.
- 2010 2010 Bronze ADDY award was won by the Fall 2010 collaborating students of MK343/ GM282 for the 'Fort D' poster campaign.
- 2009 Was awarded a grant of \$2085.00 by the **Grants and Research Funding Committee (GRFC)**, Southeast Missouri State University for a research proposal: "Blessings from Service Personnel: The 'Blessed' way to Customer Satisfaction?"

IX. CONSULTATION

Fort D – Cape Girardeau, MO (January 2010 onwards (Pro-bono)
 The Back Door Gallery – Craig Thomas, Cape Girardeau, MO (Pro-bono)
 Rose Bed Inn – Chef James (Pro-bono)
 Gyro King (closed) – Suleiman Holak (Pro-bono)

X. WORKING PAPERS AND UNDER REVIEW

A. Discipline Based Research

Susan Myers, Holly Syrdal, Raj Mahto, and Sandipan Sen, "Social Religion: A Cross-platform Examination of the Impact of Religious Influencer Message Cues on Engagement – the Christian context," - under review, *Technological Forecasting & Social Change*.

Susan Myers, Sandipan Sen, Holly Syrdal, Marla Stafford, and Parker Woodroof, "How Micro-influencers Produce Big Results on Instagram: An Examination of Drivers of Engagement," – manuscript under final stage of preparation for journal submission.

Susan Myers, Sandipan Sen, Holly Syrdal and Parker Woodroof, "Micro-Influencers and Instagram Engagement: Understanding Language Cues in Organic, Branded, and

Affiliate Messages,” **R&R** –*International Journal of Advertising, special issue.* (Round 2)

Tran P. Trang, Sandipan Sen, and Eric Van Steenburg, "This Ad's for You: How Personalized SNS Advertisements Affect the Consumer-Brand Relationship", **Conditional Acceptance** – *Journal of Consumer Marketing*

Feisal Murshed, Zixia (Summer) Cao, Katrina Savitskie, and Sandipan Sen, “Ethical CSR, Interactional Justice, Organizational Identification, and Job Satisfaction: A Mediated Moderation Model,” **Conditional Acceptance** - *Social Justice Research*

Easter, Beth, Sandipan Sen, Sampath Ranganathan and Judy Wiles, “The Impact of Geographical Identity on Brand Associations in Intercollegiate Football and Basketball,” - Manuscript under preparation for journal submission

Sandipan Sen, Jorge E. Fresneda, and Sampath Kumar, “Tradition vs. Modernity: A comparative study of 'Ryokans' and Western-styled Luxury Hotels in Japan" - Manuscript under preparation for journal submission

Sandipan Sen, Katrina Savitskie, and Raj V. Mahto, “Untitled India-centric SCM project/papers’ –
We received \$2500 grant from Savannah State University and engaged a MR firm to collect 100 SSI sample data from Eastern India. We are yet to analyze the dataset. I further received a grant of \$2600 from GRFC for collecting more data from Western India in this stream of research. That data has been collected and pending analysis.

B. Learning and Pedagogical Research

Sen, Sandipan, Richard Rocco and Louise Bodenheimer, “Implementing Experiential Learning through Inter-disciplinary Collaboration,” Manuscript under preparation for journal submission

ACADEMIC AND PROFESSIONAL CONFERENCES, WORKSHOPS ETC.

- 2021 Undergoing training at trailhead.salesforce.com – completed 13 badges, 2 trails as of Aug 2021.
- 2020 Training session on Canvas LMS
- 2020 SMA Virtual Digital Marketing Research Workshop
- 2015 QM Cohort 6b group -Quality Matters Certified – Moodle LMS.
- 2012 Let’s Get Started: Introduction to Moodle (Afternoon Session), Sept 18, 2012
- 2012 AACSB 2012 June Applied Assessment Seminar, Tampa, Florida June 13-14, 2012
- 2010 Attended workshop on “Degree Works for Faculty Advisors” at the Registrar’s office, September, 10, 2010.
- 2009 Attended “Introduction to OIS Applications,” a Technology Serving Institute sponsored by University’s Center for Scholarship in Teaching and Learning, January 12, 2009
- 2008 Attended “Business, Research, and Intellectual Development Seminar” (BRAINS) sponsored by University’s Center for Economic and Business Research and School of Graduate Studies in Business, November 05, 2008.

- 2008 Attended “Business, Research, and Intellectual Development Seminar” (BRAINS) sponsored by University’s Center for Economic and Business Research and School of Graduate Studies in Business, October 01, 2008.
- 2008 Attended “Business, Research, and Intellectual Development Seminar” (BRAINS) sponsored by University’s Center for Economic and Business Research and School of Graduate Studies in Business, September 03, 2008.
- 2008 Attended the 2008 Teaching Enhancement Workshop sponsored by University’s Center for Scholarship in Teaching and Learning, August 11 - 15, 2008.

COURSES TAUGHT

Advertising and Sales Promotion (University of Memphis, Southeast Missouri State University – MK343)
 Business Statistics (University of Memphis)
 E-Commerce Marketing (University of Tennessee at Martin)
 Marketing Management (University of Tennessee at Martin, Southeast Missouri State University -MK449)
 International Marketing (University of Tennessee at Martin, Southeast Missouri State University – MK560)
 Marketing and Society (University of Tennessee at Martin)
 Principles of Marketing (Southeast Missouri State University – MK301)
 Consumer Behavior (Southeast Missouri State University – MK344)
 Digital Marketing/ Internet Marketing (Southeast Missouri State University – MK555)
 Professional Selling (Southeast Missouri State University – MK342)
 Digital and Integrated Marketing Communications Practicum (Southeast Missouri State University – MK443)
 Public Relations (Southeast Missouri State University – MK341)

STUDENT EVALUATIONS

University of Memphis

COURSE	SEMESTER	AVERAGE EVALUATION	DEPARTMENT AVERAGE	COLLEGE AVERAGE
Advertising and Sales Promotion (MKTG 3140-001)	Spring, 2006	1.87/5	1.81/5	1.81/5
Advertising and Sales Promotion (MKTG 3140-001)	Fall, 2005	1.40/5	1.74/5	1.84/5
Advertising and Sales Promotion (MKTG 3140-001)	Spring, 2005	2.40/5	1.72/5	1.85/5
Business Statistics (ISDS 2710-105)	Fall, 2006	1.77/5	1.68/5	1.86/5
Business Statistics (ISDS 2710-101)	Summer, 2005	1.91/5	1.88/5	1.82/5

(1= most effective to 5 = least effective).

Southeast Missouri State University

Term and Course	Progress on Relevant Objectives – Adjusted Score	Excellent Teacher Score	Excellent Course Adjusted Score
Fall 2008 MK344-01	47 (Similar, Middle 40%)	52 (Similar, Middle 40%)	52 (Similar, Middle 40%)
Fall 2008 MK344-02	48 (Similar, Middle 40%)	51 (Similar, Middle 40%)	47 (Similar, Middle 40%)
Fall 2008 MK449-70	38 (Lower, Next 20%)	47 (Similar, Middle 40%)	49 (Similar, Middle 40%)
Spring 2009 MK449-70	59 (Higher, Next 20%)	56 (Higher, Next 20%)	59 (Higher, Next 20%)
Spring 2009 MK344-01	58 (Higher, Next 20%)	57 (Higher, Next 20%)	58 (Higher, Next 20%)
Spring 2009 MK343-01	48 (Similar, Middle 40%)	52 (Similar, Middle 40%)	52 (Similar, Middle 40%)
Summer 2009 MK555-740 online	NA**	NA	NA
Fall 2009 MK449-70	51 (Similar, Middle 40%)	45 (Similar, Middle 40%)	43 (Lower, Next 20%)
Fall 2009 MK343-01	48 (Similar, Middle 40%)	49 (Similar, Middle 40%)	50 (Similar, Middle 40%)
Fall 2009 MK555-740 online	63 (Much Higher, Highest 10%)	56 (Higher, Next 20%)	64 (Much Higher, Highest 10%)
Spring 2010 MK343-01	46 (Similar, Middle 40%)	46 (Similar, Middle 40%)	43 (Lower, Next 20%)
Spring 2010 MK344-01	47 (Similar, Middle 40%)	52 (Similar, Middle 40%)	49 (Similar, Middle 40%)
Spring 2010 MK449-70	54 (Similar, Middle 40%)	53 (Similar, Middle 40%)	51 (Similar, Middle 40%)
Summer 2010 MK555-740 online	43 (Lower, Next 20%)	54 (Similar, Middle 40%)	50 (Similar, Middle 40%)
Summer 2010 MK560-740 online	48 (Similar, Middle 40%)	45 (Similar, Middle 40%)	42 (Lower, Next 20%)
Fall 2010 MK343-01	51 (Similar, Middle 40%)	50 (Similar, Middle 40%)	53 (Similar, Middle 40%)
Fall 2010 MK449-70	59 (Higher, Next 20%)	48 (Similar, Middle 40%)	55 (Similar, Middle 40%)
Fall 2010 MK342-01	49 (Similar, Middle 40%)	50 (Similar, Middle 40%)	51 (Similar, Middle 40%)
Spring 2011 MK343-01	55 (Similar, Middle 40%)	52 (Similar, Middle 40%)	52 (Similar, Middle 40%)
Spring 2011 MK555-740 online	44 (Lower, Next 20%)	9 (Lower, Next 20%)	40 (Lower, Next 20%)
Spring 2011 MK344-01	56 (Higher, Next 20%)	52 (Similar, Middle 40%)	53 (Similar, Middle 40%)
Summer 2011 MK301-741	37 (Much Lower, Lowest 10%)	29 (Much Lower, Lowest 10%)	37 (Much Lower, Lowest 10%)

online			
Summer 2011 MK555-740 online	52 (Similar, Middle 40%)	44 (Lower, Next 20%)	50 (Similar, Middle 40%)
Fall 2011 MK343-01	52 (Similar, Middle 40%)	46 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Fall 2011 MK342-01	59 (Higher, Next 20%)	54 (Similar, Middle 40%)	54 (Similar, Middle 40%)
Fall 2011 MK449-70	46 (Similar, Middle 40%)	49 (Similar, Middle 40%)	46 (Similar, Middle 40%)
Spring 2012 MK301- 741(Winter Intersession)	53 (Similar, Middle 40%)	49 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Spring 2012 MK449-00	57 (Higher, Next 20%)	57 (Higher, Next 20%)	59 (Higher, Next 20%)
Spring 2012 MK343-01	49 (Similar, Middle 40%)	44 (Lower, Next 20%)	40 (Similar, Next 20%)
Spring 2012 MK555-740 online	47 (Similar, Middle 40%)	49 (Similar, Middle 40%)	51 (Similar, Middle 40%)
Summer 2012 MK555-740 online	70 (Much Higher, Highest 10%)	61 (Higher, Next 20%)	72 (Much Higher, Highest 10%)
Fall 2012 MK443-01	57 (Higher, Next 20%)	52 (Similar, Middle 40%)	50 (Similar, Middle 40%)
Fall 2012 MK344-01	51(Similar, Middle 40%)	47 (Similar, Middle 40%)	49 (Similar, Middle 40%)
Fall 2012 MK449-70	55(Similar, Middle 40%)	51(Similar, Middle 40%)	47(Similar, Middle 40%)
Spring 2013 MK555-740 online	50(Similar, Middle 40%)	49(Similar, Middle 40%)	50(Similar, Middle 40%)
Spring 2013 MK342	47(Similar, Middle 40%)	45(Similar, Middle 40%)	43(Lower, Next 20%)
Spring 2013 MK449	56(Higher, Next 20%)	56(Higher, Next 20%)	53(Similar, Middle 40%)
Summer 2013 MK555-740 online	26(Much Lower, Lowest 10%)	31(Much Lower, Lowest 10%)	32(Much Lower, Lowest 10%)
Summer 2013 MK301-742 online	44(Lower, Next 20%)	38(Lower, Next 20%)	37(Much Lower, Lowest 10%)
Fall 2013 MK443	52 (Similar, Middle 40%)	47 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Fall 2013 MK449	54 (Similar, Middle 40%)	46 (Similar, Middle 40%)	47 (Similar, Middle 40%)
Fall 2013 MK344	54(Similar, Middle 40%)	54(Similar, Middle 40%)	55 (Similar, Middle 40%)
Spring 2014 MK555 online	45(Similar, Middle 40%)	39 (Lower, Next 20%)	42 (Lower, Next 20%)
Spring 2014 MK342	53 (Similar, Middle 40%)	52 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Spring 2014 MK449	50 (Similar, Middle 40%)	47(Similar, Middle 40%)	46 (Similar, Middle 40%)

Summer 2014 MK301 online	55 (Similar, Middle 40%)	49 (Similar, Middle 40%)	49 (Similar, Middle 40%)
Summer 2014 MK555-740 online	54 (Similar, Middle 40%)	51(Similar, Middle 40%)	54 (Similar, Middle 40%)
Fall 2014 MK344	56 (Higher, Next 20%)	52 (Similar, Middle 40%)	51 (Similar, Middle 40%)
Fall 2014 MK443	41(Lower, Next 20%)	43 (Lower, Next 20%)	45 (Lower, Next 20%)
Fall 2014 MK449	48 (Similar, Middle 40%)	47 (Similar, Middle 40%)	47 (Similar, Middle 40%)
Spring 2015 MK555 online	40 (Lower, Next 20%)	42 (Lower, Next 20%)	48 (Similar, Middle 40%)
Spring 2015 MK449	53 (Similar, Middle 40%)	52 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Spring 2015 MK342	56 (Higher, Next 20%)	47 (Similar, Middle 40%)	48 (Similar, Middle 40%)
Summer 2015 MK301 online	47(Similar, Middle 40%)	35 ((Much Lower, Lowest 10%)	34 (Much Lower, Lowest 10%)
Summer 2015 MK555 online	36 (Much Lower, Lowest 10%)	40 (Lower, Next 20%)	40 (Lower, Next 20%)
Fall 2015 MK344	56 (Higher, Next 20%)	52 (Similar, Middle 40%)	51 (Similar, Middle 40%)
Fall 2015 MK443	41(Lower, Next 20%)	43 (Lower, Next 20%)	45 (Lower, Next 20%)
Fall 2015 MK449 (online)	42 (Lower, Next 20%)	33 34 (Much Lower, Lowest 10%)	36 (Much Lower, Lowest 10%)
Spring 2016 MK555 online	59 (Higher, Next 20%)	43 (Lower, Next 20%)	52 (Similar, Middle 40%)
Spring 2016 MK443	55 (Similar, Middle 40%)	54 (Similar, Middle 40%)	56 (Higher, Next 20%)
Spring 2016 MK342	59 (Higher, Next 20%)	49 (Similar, Middle 40%)	52 (Similar, Middle 40%)
Summer 2016 MK301 online	37(Much Lower, Lowest 10%)	36 ((Much Lower, Lowest 10%)	33 (Much Lower, Lowest 10%)
Summer 2016 MK555 online	14 (Much Lower, Lowest 10%)	25 (Much Lower, Lowest 10%)	13 (Much Lower, Lowest 10%)
Fall 2016 MK443	41 (Lower, Next 20%)	43 (Lower, Next 20%)	37 (Much Lower, Lowest 10%)
Fall 2016 MK344	49 (Similar, Middle 40%)	51 (Similar, Middle 40%)	46 (Similar, Middle 40%)
Fall 2016 MK449	49 (Similar, Middle 40%)	46 (Similar, Middle 40%)	36 (Much Lower, Lowest 10%)
Spring 2017 MK555 online	37 (Much Lower, Lowest 10%)	33 (Much Lower, Lowest 10%)	44 (Lower, Next 20%)
Spring 2017 MK342	60 (Higher, Next 20%)	56 (Higher, Next 20%)	53 (Similar, Middle 40%)
Spring 2017 MK449	61 (Higher, Next 20%)	44 (Lower, Next 20%)	49 (Similar, Middle 40%)
Summer 2017 MK555 online	50 (Similar, Middle 40%)	50 (Similar, Middle 40%)	50 (Similar, Middle 40%)

Smart Evals Scores

Course/ Sem	Effective Content	Effective Exams/ Assignments	Subject Understanding	Effective Communicator	Timely Feedback	Effective Instruction	Increased Knowledge
MK342 Fall 2017	4.5	4.7	4.8	4.7	4.9	4.2	4.7
MK443 Fall 2017	4.3	4.2	4.2	4.6	4.1	4.2	4.2
MK449 Fall 2017	4.2	3.9	4.1	4.5	3.7	3.8	4.0
MK301 Spring 2018	4.3	4.5	4.4	4.1	3.7	4.2	4.1
MK449 Spring 2018	4.7	4.6	4.6	4.7	4.6	4.8	4.7
MK555 Spr. 2018 Online	4.2	4.7	4.2	4.2	3.4	4.2	4.0
MK301 Sum. 2018 Online	4.4	4.5	4.6	4.6	4.6	4.6	4.4
MK443 Fall 2018	4.08	4.42	4.5	4.33	4.42	4.5	4.33
MK341 Fall. 2018	3.58	3.84	3.79	3.42	3.42	3.58	3.79
MK555 online Spr. 2018	4.9	4.8	4.9	4.4	3.7	4.4	4.9
MK341 Spr. 2018	3.7	3.6	3.5	3.5	3.4	3.7	3.5
MK342 Spr. 2018	4.3	4.2	3.9	3.4	4.2	3.6	3.9
MK443 FALL. 2019	4.4	4.3	4.5	4.3	3.7	4	4.3
MK341 online F2019	4	4.5	4.3	3.8	3	3.4	4.2
MK341 Fall 2019	3.6	3.8	3.8	3.5	3.2	3.5	3.9
MK555 online Spr. 2020	4.3	4.5	4.5	4.5	4.4	4.3	4.7
MK 341 Spr. 2020	4.6	4.4	4.4	4.6	4.4	4.6	4.6
MK 344 Spr. 2020	4.0	4.3	4.1	4.0	4.0	4.3	4.3
MK344 online Spr. 2020	4.4	4.6	4.7	4.7	4.4	4.7	4.7
MK555 online Su 2020	4.7	4.7	4.7	4.7	4.3	4.6	4.4
MK341 online Su 2020	4.4	4.6	4.4	4.4	4.4	4.4	4.4
MK341 online Fall 2020	3.6	4.0	3.9	3.0	4.1	4.0	3.6
MK443 online Fall 2020	4.4	4.6	4.2	4.2	4.2	4.4	4.4
MK341 online Fall 2020	4.3	4.7	4.3	3.6	3.4	3.9	4.1
MK 449 online Spr. 2021	4.7	4.8	4.8	4.8	4.8	4.8	4.7
MK341 online Spr. 2021	4.1	4.1	4.1	3.6	4.4	3.9	4.2
MK555 online Spr. 2021	4.6	4.6	4.3	4.1	4.3	4.3	4.1
MK341 online Fall 2021	4.7	4.6	4.7	4.6	4.6	4.9	4.7
MK443 Fall 2021	4.5	4.5	4.5	4.2	4.9	4.4	4.5
MK 449	4.6	4.9	4.9	4.8	4.8	4.8	4.9

Spr. 2022							
MK341 online Spr. 2022	4.4	4.0	4.2	4.4	4.0	4.0	4.4
MK555 online Spr. 2022	5	5	5	5	4.1	4.6	4.1
MK341 online Su 2022	4.5	4.7	4.8	4.5	4.5	4.2	4.5
MK555 online Su.. 2022	4.5	4.3	4.5	4.5	4.3	4.3	4.5

BUSINESS EXPERIENCE

Search Consultant (Media and Entertainment Sector), Consindia HR Services Pvt. Ltd, Mumbai, India.

February 2003- August 2003.

Consindia HR Services are a People Management firm, focused on:

- Identifying, assessing, counseling, acquiring and measuring talents, skills and knowledge in relation to the business roles and responsibilities
- Realigning, augmenting and leveraging Human Capital and Processes to increase the economic value of businesses.

Job Profile:

- Identify and generate a talent pool for placement in Media firms
- Conduct talent search for existing non-media clients and also new media clients
- Business development –Prasad EFX, 20th Century Fox

Product Manager/ Creative Director, Docasia.com Pvt. Ltd. (Publicis Ambience India / Ambience D'Arcy Healthcare and Interactive Division), Mumbai, India.

July 2001 – February 2003.

Ambience Publicis (formerly Ambience D'Arcy India) is now a part of Publicis Worldwide, the flagship network of the Publicis Groupe S.A. Publicis Worldwide is the **fifth largest agency** network globally, and has two agencies in India, Ambience Publicis and Publicis India.

Job Profile:

- Complete site management and web analytics since the day of launch of www.docasia.com, agency's healthcare marketing and advertising initiative
- Newsletter campaign strategy planning and content design.
- Creative director for brand exposure modules of brands like Disprin, Colsprin, Caverta, Rofibax, Riconia, Gelora etc.and site enhancement plug-ons.
- Business development –Wockhardt , Eyetech Industries –Topcon Brand, Siemens, Kodak, Precision Electronics, Hyatt Group, HDFC Mutual Fund, SSJ Enterprises, P&G – “Vicks”, “Whisper”.
- Client servicing- serviced clients like Wockhardt – Winofit, Methycobal, Novartis – Sandocal Plus, Hyatt International (Hyatt Regencies Kolkata & Mumbai for their Multimedia sales campaigns), Airtel (Corporate sales CD), Western Union Money Transfer.

- Backend data management for Western Union Money Transfer, designing their loyalty programs.
- Creative consultant for Ambience Interactive.
- Multimedia presentations: Digital Invites for Western Union Money Transfer; Audi India launch; Hyatt International press-kit; P&G Whisper; HDFC ATMF Launch; P&G ‘Whisper’ & ‘Head & Shoulder’ motivational presentations for sales team; P&G – ‘Vicks India – 25 years anniversary’ sales presentation.

Marketing Consultant, Halston Software Solutions Pvt. Ltd., Mumbai, India.

February 2001 – June 2001.

Halston Software Solutions was a family-owned start-up and provided software solutions to some clients in China, USA and also to some bigger software companies.

Job Profile:

- Designed, copy written the first ever company brochure
- Re-vamped the existing company site
- Client servicing
- Public relations and promotional tool development for the start-up firm.
- Business development
- Company administration and human resource management – managed a team of 12 employees.

COMMUNITY SERVICE

Member – Cape Noon Optimist’s Club, 2008 -2012

2011 Sponsor for Cape Optimist Chili Day

Coached a kindergarten team at the 2009-2010 CAYSA soccer league.