
M. Krishna Erramili

Stuart School of Business
Professor - Masters of Business Administration
Date of Hire: 2007
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Academic Background

Ph.D. University of Arkansas, Fayetteville, Arkansas, Marketing, 1987
M.B.A. University of Pune, Pune, India, Marketing, 1977
M.Sc. University of Pune, Pune, India, Chemistry, 1975
B.Sc. University of Pune, Pune, India, Chemistry, 1973

Work Experience

Academic Experience

Professor of Marketing and Director of MBA Program, Stuart School of Business (2007 - Present). With regards to the MBA program, I am presently leading the effort to revamp the curriculum, reposition the program and transit to a semester-based curriculum from the current quarter system.

Tenured Associate Professor of Marketing, University of North Texas (1993 - 1995).

Assistant Professor of Marketing, University of North Texas (1986 - 1993).

Graduate Assistant and Lecturer, University of Arkansas (1982 - 1986).

International

Associate Professor and Associate Dean, Office of Executive Education, Nanyang Business School, Nanyang Technological University (2004 - 2007). As Associate Dean, I am in-charge of developing and marketing our executive programs to the business community in the Asia Pacific region. During my leadership, revenues doubled within 3 years and two strategically significant programs (Executive MBA program and the Berkeley-Nanyang Advanced Management Program) are being launched. I have responsibility for top-line and bottom-line growth.

Associate Professor and Head (Department Chair), Marketing and International Business Division, Nanyang Business School, Nanyang Technological University (1999 - 2005). My job was to transform the primarily teaching-oriented culture to one that excels in teaching and research. Under my leadership, the department of about 20 fulltime faculty members gained more focus, and the research productivity improved significantly. I hired a number of young faculty members and groomed them. When I assumed responsibility, the percentage of annual publications in A and B Journals was around 25%. When I stepped down, that same percentage increased to about 60%. And the teaching excellence was not sacrificed.

Associate Professor / Senior Lecturer of Marketing, Nanyang Business School, Nanyang Technological University (1995 - 1999).

Non-Academic Experience

Senior Marketing Research Officer, Federal Institute of Industrial Research (1979 - 1982). I was responsible for undertaking marketing research and feasibility studies for new products developed using indigenous technology.

Sales Executive, Etak Corporation (1977 - 1978). I was responsible for sales of the company's consumer products (alcoholic beverages, household plastics) in Western and Southern India.

Courses Taught

Global Marketing Strategy (MBA)

IN Strategoc Competit-Next Economy (MBA)

International Marketing (specialized masters)

Marketing Foundations: The Art of Marketing (specialized masters)

Marketing Management (MBA)

Teaching-Other

Course (New) - Creation/Delivery: Conventional

2008 - Offered the capstone MBA520 Strategic Management course at the Rice campus

Intellectual Contributions:

Grid

	DBS	CTP	LPS	Total
Articles in Refereed Journals	7			7
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1
Presentations of Refereed Papers	2			2
Working Papers (all)	2			2
Totals	12	0	0	12

Refereed Articles

Zhan, W., Chen, R., Erramilli, M. K., & Nguyen, D.T. (2009). Acquisition of Organizational Capabilities and Competitive Advantage of IJVs in transition economies: The Case of Vietnam. *Asia Pacific Journal of Management*, 26 (2), 285-308.

Dev, C., Erramilli, M. Krishna, & Agarwal, S. (2008). Market-Driven Hotel Brands. *Fiu Hospitality Review*.

Erramili, M. K., Sharma, P., Chung, C., & Sivakumaran, B. (2005). Health Literacy, Sex Education and Contraception: The Singapore Experience. *Studies in Communication Science*, 5 (2), 147-158.

Agarwal, S., Kok Kuen, E. H. , Herrmann, P., & Erramilli, M. K. (2004). Does Ethnic Similarity Influence Foreign Equity Position in Joint Ventures? An Empirical Analysis of IJVs in China. *Journal of Asia - Pacific Business*, 5 (3), 3.

Sharma, V. & Erramilli, M. K. (2004). Resource-Based Explanation of Entry Mode Choice. *Journal of Marketing Theory and Practice*, 12 (1), 1-17.

Tsang, E., Tri, N. D. , & Erramilli, M. K. (2004). Knowledge Acquisition and Performance of International Joint Ventures in the Transition Economy of Vietnam. *Journal of International Marketing*, 12 (2), 82.

Yin, L. S., Shankar, V., Erramilli, M. K. , & Murthy, B. (2004). Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration from a B2B Service Context. *Journal of the Academy of Marketing Science*, 32 (3), 293-311.

Book Chapters

Refereed

Sharma, P., Chung, C., Erramilli, M. K. , & Sivakumaran, B. (2007). Challenges of marketing to Asian

consumers: exploring the influence of different cultures, lifestyles and values on consumer behavior. In Henry Wai-chung Yeung (Ed.) Handbook of Research on Asian Business. Edward Elgar.

Presentation of Refereed Papers

International

Zhan, W., Kim, C., & Erramilli, M. K. (2006). Resource Acquisition and Performance Of International Joint Ventures: A Moderating Effect Of Absorptive Capacity. Presented at Academy of International Annual Conference, Unknown, Unknown.

Zhan, W., Chen, R., Tri, N. D. , & Erramilli, M. K. (2004). Acquisition of Organizational Capabilities and Sustainable Competitive Advantage of IJVs in Transition Economies: A Different Perspective, JIBS/AIB Paper Development Workshop. Presented at Academy of International Business Conference, Stockholm, Germany.

Dissertation

M.B.A. ()

Working Papers

Erramilli, M. K. (2008). "Post-Entry Market Expansion Challenges for Western MNCs in Asian Emerging Markets" targeted for California Management Review.

Zhan, W., Kim, C., & Erramilli, M. K. (2008). "Resource Acquisition and Performance of International Joint Ventures: The Moderating Effect of Absorptive Capacity" targeted for Journal of International Business Studies.

Service:

Service to the University

College assignments:

Chair:

2007-2008: MBA Committee

2007-2008 through 2008-2009: Graduate Program and Development Committee

Member:

2008-2009: PhD Committee

2008-2009: Leadership Committee

2008-2009: UCOPT Committee

2007-2008: Strategic Planning Committee

2007-2008: EMBA Committee

2007-2008: Faculty Recruiting Committee

2007-2008 through 2008-2009: AUCOPT

Other Institutional Service Activities:

2008-2009: Coordinator of Stuart's Collaboration with Chicago Chamber of Commerce and AllWorld Network: As part of this responsibility, I am designing and organizing the Executive Development Program for Saudi Fast Growth 100 companies visiting Stuart in Fall 2009.

University assignments:

Member:

2008-2009: IIT Strategic Planning Steering Committee

1999-2000 through 2004-2005: Head of Marketing and International Business Division

Other Institutional Service Activities:

2004-2005 through 2006-2007: Associate Dean, Office of Executive Education

Service to the Community

Member of a Committee

2008: Edison Innovation Awards 2009, Steering Committee, As a member of this committee, I helped screen a large number of nominations for the prestigious award and identified the best innovations to be placed on the ballot.

Faculty Development

Other Professional Development

2006: Schering AG Asia Pacific (Pharmaceuticals), Advanced Marketing Management. Co-Direct and Teach Marketing Strategy. Unknown, Unknown.

2005: Schering AG Asia Pacific (Pharmaceuticals), Advanced Marketing Management. Co-Direct and Teach Marketing Strategy. Unknown, Unknown.

Professional Seminars / Workshops

2006: Roche Diagnostics Asia Pacific (Healthcare, diagnostics), Leadership Program, Conduct Strategy Development Workshop. Unknown, Unknown.

Honors & Awards

Honors:

2006: Ranked No. 2 among the 40 most cited authors in Global Strategy Research, according to Mike Peng and Jessie Zhou (2006), 'Most Cited Articles and Authors in Global Strategy Research,' Journal of International Management, December., Global Strategy Research.

References

Jeff Sager
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