

# Dr. Srinivas Durvasula

Marquette University  
Curriculum Vitae

## OFFICE ADDRESS:

Department of Marketing  
Marquette University  
606 N. 13<sup>th</sup> Street  
Milwaukee, WI 53233  
(414) 288-5471  
[srinivas.durvasula@marquette.edu](mailto:srinivas.durvasula@marquette.edu)

## Education

- Ph D, University of South Carolina, 1986.  
Major: Business Administration  
Supporting Areas of Emphasis: Quantitative Research
- MS, Indian Institute of Technology, 1981.  
Major: Industrial Engineering/Management
- BS, Osmania University, 1979.  
Major: Mechanical Engineering

## Professional Experience

### Academic - Post-Secondary

- Edward A. Brennan Chair, Marquette University. (August 2001 - Present).
- Professor, Marquette University. (August 2001 - Present).
- Associate Professor, Marquette University. (August 1992 - February 2001).
- Senior Fellow, National University of Singapore. (November 1993 - December 1995).
- Visiting Professor, Tinbergen Institute. (May 1994 - June 1994).
- FSO Research Scholar, Vrije Universiteit. (May 1993 - November 1993).
- Assistant Professor, Marquette University. (August 1985 - July 1992).
- Teaching and Research Assistant, University of South Carolina. (August 1981 - July 1985).

## TEACHING

### Courses Taught

#### Marquette University

- BUAD 6112, Skills: SAS, Graduate.
- BUAD 6113, Skills: SPSS, Graduate.
- BUAD 6931, Topics in Business Admin., Graduate.
- MARK 4060, Marketing Research, Undergraduate.
- MARK 6160, Marketing Research, Graduate.
- MARK 6995, Independent Study in Marketing, Graduate.

#### Other

- BUAD 249, Seminar in Marketing:, Graduate.
- BUAD 291, Business Skills, Graduate.
- BUAD 6112, Skills: SAS.
- BUAD 6113, Skills: SPSS, Graduate.

BUAD 6995, Independent Study in Business, Graduate.  
MARK 142, Marketing Research, Undergraduate.  
MARK 4060, Marketing Research.  
MARK 6160, Marketing Research, Graduate.

### **Directed Student Learning**

Master's Thesis Com



Sharma, S., Durvasula, S., Dillon, W. (1989). Some Results on the Behavior of Alternative Covariance Structure Estimation Procedures in the Presence of Nonnormal Data. *Journal of Marketing Research*, 26 (May), 214-221.

Mahajan, V., Sharma, S., Durvasula, S. (1985). An Application of Portfolio Analysis in Identifying Attractive Retail Locations. *Journal of Retailing*, 61 (4), 19-34.

**Book, Chapter in Scholarly Book-New, Refereed**

Durvasula, S., Lysonski, S. (2007). In Batavia, B. and Nandakumar, P. (Ed.). Embracing Globalization: A Study of Factors Shaping Consumer Acceptance of Imported Products. *Globalization: Capital Flows, Competition and Regulation* (pp. 260-280). Toronto: APF Press.

**Conference Proceeding, Refereed**

Durvasula, S., Lysonski, S. (2016). *Identifying the Drivers of Consumer Attitudes Toward Foreign Owned Retailers in Emerging Markets: A Study of India*. (vol. 19). Las Vegas: American Academy of Behavioral and Social Sciences. [www.aabss.net](http://www.aabss.net) [\[Link\]](#)



Lysonski, S., Durvasula, S. (2003). *An Empirical Assessment of the Dimensionality of Singapore Retailers' Service Quality Perceptions*: Proceedings of the Academy for Global Business Advancement Conference.

Lysonski, S., Durvasula, S. (2003). *The Use of Technology in Managing Customer Relationships in the B2B Industry*

Durvasula, S., Lysonski, S. (2002). *Understanding the Interfaces: How Ocean Freight Shipping Lines can Maximize Satisfaction*. (6th ed., vol. 31, pp. 491-504): Industrial Marketing Management.

Durvasula, S., Lysonski, S. (2001). In C.P. Rao (Ed.). Are There Global Dimensions of Beliefs Toward Advertising in General? A Multi-Cultural Investigation. *Globalization and Its Managerial Implications* (pp. 184-202). Westport, CT: Quorum Books, Greenwood Publishing Group, Inc.

Durvasula, S., Lysonski, S. (2001). *Does Vanity Describe Other Cultures?: A Cross-*

on Global Brand Attitudes: Evidence from China," Great Lakes Institute of Management & Kotler-Srinivasan Center for Research in Marketing, Chennai, India. (December 26, 2015).

Durvasula, S. (Author Only), 8th NASMEI International Marketing Conference in India, "Session on Branding Topics," NASMEI and Great Lakes Institute of Management, Chennai, India. (December 26, 2014).

Durvasula, S. (Presenter & Author), 8th NASMEI International Marketing Conference in India, "Situating Global Brands in China – Factors Affecting Inertia," NASMEI (North American Society for Marketing Education in India) and Great Lakes Institute of Management, Chennai, India. (December 26, 2014).

Durvasula, S., Lysonski, S., 7th NASEMEI (North American Society for Marketing Education in India) Conference, "What Drives Young Adults to Digital Piracy? A Study of a Nordic Country," NASMEI and Great Lakes Institute of Management, Manamai, India. (December 28, 2013).

Durvasula, S. (Chair), 6th NASMEI (North American Society for Marketing Education in India) International Conference, Great Lakes Institute, India and NASMEI, Chennai, India. (December 30, 2012).

Lysonski, S. (Presenter & Author), Durvasula, S. (Presenter & Author), 2012 Annual Meeting of the Association for Global Business, "Decision Making Drivers of Digital Piracy: Attitudes, Intentions and Actions," Association for Global Business, Washington, DC. (November 2012).

Sharma, S. (Presenter & Author), Durvasula, S. (Presenter & Author), 43rd Annual Decision Sciences Institute Annual Meetings, "Assessing the Impact of Response Style Biases on Means and Covariance Structures: An Alternative Approach," Decision Sciences Institute, San Francisco. (November 17, 2012).

Lysonski, S. (Presenter & Author), Durvasula, S., International Conference on Brand Management, "Preference for Global Brands: Do Consumer Acculturation Dimensions Serve as Predispositions?," Ghaziabad, India. (January 2010).

### **Regional and Other Academic**

Durvasula, S., Lysonski, S., 2011 Association for Global Business Conference, "Obtaining an Organic View of a Service: Text Mining of Consumer Opinions Toward Fast Food Service," Association for Global Business, New Port Beach, CA.

Durvasula, S. (Presenter & Author), 2014 Association for Global Business Annual Conference, "Acquiescence and Extreme Response Style Issues in Cross-National Research: Detection and Adjustment," Association for Global Business, Orlando, FL. (November 15, 2014).

Durvasula, S., Lysonski, S., 2013 Association for Global Business Annual Conference, "Cross-National Applicability of a Parsimonious Measure of Acculturation to Global Consumer Culture," Association for Global Business, Las Vegas. (November 20, 2013).

### **Professional Affiliations and Editorial Board Service**

Member, Academy of International Business.

Member, American Marketing Association.

Editorial Review Board Member, Journal of Euro Marketing.

### **Professional Service**

Adhoc Reviewer, Adhoc Reviwer for Academic Journals.

Provided unpaid professional advise in Fall 2011 to econ and marketing alumni on survey sampling and data analysis, Alumni - MU Business School.



Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing.  
Reviewer, Ad Hoc Reviewer, Marketing Letters.  
External Reviewer - Reviewed promotion and tenure package of a candidate, Penn State University.  
Chairperson, 9th NASMEI (North American Society for Marketing Education in India) International Marketing Conference, Chennai. (December 26, 2015 - December 27, 2015).  
Session Chair, 8th NASMEI International Marketing Conference in India, Chennai. (December 26, 2014).

## **ACADEMIC AND UNIVERSITY SERVICE**

### **Department Service**

Prof. Rick Burton's visit and presentation in Fall 2011.  
(January 2010 - Present).  
Prepare 2015 Marketing Department Journal Rankings List. (November 2015 - December 2015).  
Attended all departmental events associated with the visit of Dr. Scott Burton. (May 1, 2015).  
Assisted the Department Chair in Interviewing and Selecting Candidates for tenure track lines in Marketing, Faculty Recruitment. (June 2013 - November 2013).  
Faculty Library Representative, Library Representative. (January 2010 - December 2010).

### **College Service**

Attendee, Alumni Event, 2011 Alumni awards luncheon.  
Attendee, Alumni Event, 2011 College centenary celebration.  
Attendee, May Graduation, 2011.  
Attendee, Alumni Event, 2013 Alumni Awards Luncheon.  
Attendee, Alumni Event, 2013 Honors Awards Function.  
Attendee, May Graduation, 2013 Summer Graduation.  
Attended Honors awards function, spring 2011.  
Attendee, Alumni Event.  
Attendee, Graduate Info Session.  
Attendee, Recruitment Activity, Hosted shadow students in spring/fall 2011.  
Committee Member, Faculty Research Committee. (August 2015 - Present).  
Committee Chair, Promotion and Tenure Committee. (August 2015 - Present).  
Advised a prospective student about undergrad business program at MU, Shadow Student Visit.  
(September 2014 - Present).  
Attended MU Preview Luncheon, Preview Luncheon. (June g0 G[(-)] TJETQq0.00000912 0 612 792 reW\*nBT/F2 9.96 Tf1 0

Promotion and Tenure Committee. (2002 - 2009).

## **University Service**

Committee Member, University Promotion & Tenure Committee. (August 2015 - Present).

Committee Member, Sabbatical Review Committee. (August 15, 2012 - Present).

Committee Member, University Promotion and Tenure Committee. (August 15, 2012 - Present).

Attendee, Special Event, Inauguration of new MU President. (September 2011 - Present).

Attendee, Orientation, MU Preview Luncheon. (June 2011 - Present).

Attendee, Special Event, Preview Luncheon. (June 2015).

Committee Member, Sabbatical Review Committee. (August 2014 - June 2015).

Committee Member, University Promotion and Tenure Committee. (June 2014 - June 2015).