

## Joseph Cherian

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**Education**

Ph. D. Marketing, 1986  
University of Texas – Austin, Summa cum laude  
Dissertation: Corporate Clusters: The Sociology of Innovation Adoption

M. S. Engineering Management, 1982  
M. S. Mechanical Engineering, 1982  
University of Missouri - Rolla  
(It is now called: Missouri University of Science and Technology)

B. Tech. Mechanical Engineering, 1979 (equivalent to a BS degree in the US)  
Indian Institute of Technology, Madras

**Experience**

2017-Now Teaching Professor of Marketing, University of Notre Dame

2016-2017 Professor of Marketing  
2015-2016 Associate Professor (with tenure), Marketing  
2012-2015 Associate Professor, Marketing  
Graham School of Management, Saint Xavier University, Chicago

1993-2012 Associate Professor, Marketing  
University of Illinois-Chicago

1999-2000: Associate Dean for MBA Programs  
University of Illinois - Chicago

1986-1993: Assistant Professor, Marketing  
University of Illinois-Chicago

**Teaching**

MBA: Interdisciplinary Product Development (live client projects)  
Introduction to Marketing (online, face-to-face, marketing plans)  
Marketing Management, Market Behavior (cases, business simulations)  
Business Concepts and Skills (business numeracy, cases, simulations)  
Marketing Research (cases, statistical analyses)  
Global Environment of Business (cases, simulation)

BS: Product Planning (projects, cases)  
Interdisciplinary Product Development (live client projects)  
Marketing Research (case analyses, projects)  
Consumer Behavior (case analyses, projects)  
Principles of Marketing (projects)  
Marketing Strategy (community based learning)

**Honors (Teaching)**

2015 Graham School Teaching Award (College Wide Teaching Award)

2015 Excellence in Teaching Award, Saint Xavier University  
(University Wide Teaching Award)

2007 "Favorite MBA Professor"

- 2005 Award: Teaching Recognition Program
- 2005 Honorable Mention, "Favorite MBA Professor"
- 2005 "Top Ten" Favorite MBA Professors
- 2004 Winner, "Golden Apple", Favorite MBA Professor
- 1995 Alumni Award for Teaching
- 1994 Teaching Grant to create content for Physician Management Program.

## Research

### Refereed Publications

- 2017 Esi Abbam Elliot, Ahmad Jamal, Joseph Cherian, "Artrepreneurship and Learning in Ethnic Markets" forthcoming, Journal of Business Research
- 2015 Esi Abbam Elliot, Joseph Cherian, Hernan Casakin, "Ethnicity Marketed to and Consumed by the Transcultural Consumer," (peer-reviewed, book chapter) Routledge Companion to Ethnic Marketing, eds: Ahmad Jamal, Lisa Peñaloza and Michel Laroche, pages 254-270.
- 2014 Esi Abbam Elliot, Joseph Cherian, Raed Elaydi, "Microcredit and Metaphors in Subsistence Markets," Journal of Macromarketing, 34(2) pages 133-144.
- 2014 Beichen Liang and Joseph Cherian, "American and Chinese Thinking Styles: Attitude Effects on Holistic and Attribute Ads," Organizations and Markets in Emerging Economies, 5(1) pages 74-89.
- 2014 Beichen Liang, Sudhir H. Kale and Joseph Cherian, "Is The Future Static Or Dynamic? The Role Of Culture On Escalation Of Commitment In New Product Development" Industrial Marketing Management, 43(1), pages 155-163.
- 2013 Esi Abbam Elliot, Joseph Cherian and Hernan Casakin, "Cultural Metaphors: Enhancing Consumer Pleasure In Ethnic Servicescapes, Journal of Business Research, 2013, 66(8), pages 1004-1012.
- 2010 Beichen Liang and Joseph Cherian, "Concrete Thinking or Ideographic Language: Which is the Reason for Chinese People's Higher Imagery Generation Abilities?" International Journal of Consumer Studies, Blackwell Publishing, 34(1), 52-60.
- 2010 Beichen Liang, Joseph Cherian and Wei Fu, "Can Followers Overcome Pioneers? The Role of Superior Alignable Differences in Consumer Evaluation of Brand Extensions," Journal of Product and Brand Management, Emerald Insight, 19(2), 85-93.
- 2010 Joseph Cherian, Karen J. Crooker, Peter Knight, James B. McPhaul and Michael T. Manion, "Which Market Entry And Product Line Strategies Ought Organisations To Adopt For Emerging Economies?" Organizations and Markets in Emerging Economies, 1(1), pages 82-99.
- 2010 Beichen Liang and Joseph Cherian, "Cross-Cultural Differences in the Effects of Abstract and Concrete Thinking on Imagery Generation and Ad Persuasion," Journal of International Consumer Marketing, Routledge (Taylor & Francis), 22(2), pages 187 - 198.
- 2009 Mike Manion and Joseph Cherian, "Do Services Marketers' Success Strategies Match Their Strategies?", Journal of Services Marketing, 23(7), pages 476 - 486
- 2009 Mike Manion and Joseph Cherian, "Impact of Strategic Type on Success Measures for Product Development Projects," Journal of Product Innovation Management, 26(1), pages 71-85,

- 1995 Peter Chalos and Joseph Cherian, "An Application of Data Envelopment Analysis to Public Sector Performance Measurement and Accountability," *Journal of Accounting and Public Policy*, 1995, v14, no2, pages 143-160.
- 1995 Jacob Hornik, Joseph Cherian, Michelle Madansky and Chem Narayana, "Consumer Recycling Behavior: A Meta-analysis of Empirical Findings," *Journal of Socio-Economics.*, 1995, v24, no. 1, p105-128.
- 1995 Jacob Hornik and Joseph Cherian, "Facet-Analysis: A New Methodology for Theorizing in Marketing Research," *Research in Marketing*, 1995, v12, p141-180.
- 1995 K. Sivakumar and Joseph Cherian, "Role of Product Entry and Exit on the Attraction Effect," *Marketing Letters*, 1995, v. 6, no. 1, pp. 45-52.
- 1994 Naveen Donthu and Joseph Cherian, "Impact of Strength of Ethnic Identification on Hispanic Shopping Behavior," *Journal of Retailing*, 1994, v. 70, no. 4, pp. 383-393.
- 1993 Jacob Hornik and Joseph Cherian, "Data-Use in Marketing: An Analysis from an Artificial Science Perspective," *Journal of Business Research*, 1993, v. 17, no. 3, July, pp. 229-238.
- 1993 Naveen Donthu, Joseph Cherian and Mukesh Bhargava, "Outdoor Advertising: Identifying the Critical Factors," *Journal of Advertising Research*, 1993, v. 33, no 3, May/June, pp 64-72.
- 1993 Naveen Donthu and Joseph Cherian, "Differences in Consumer Perceptions of Similarity and Dissimilarity," *Marketing Letters*, 1993. v. 4, no 1, pp. 31-38.
- 1992 Naveen Donthu and Joseph Cherian, "Hispanic Coupon Usage: The Impact of Ethnic Identification," *Psychology and Marketing*, 1992, v. 9, no. 6, pp. 501-511.
- 1991 Joseph Cherian and Marilyn Jones, "Some Processes in Brand Categorizing: Why One Person's Noise is Another Person's Music," 1991 ACR Proceedings, v 18. pp 77-83.
- 1991 Peter Chalos, Joseph Cherian and Dawn Harris, "Financial Disclosure Effects on Labor Contracts: A Nash Analysis," *Contemporary Accounting Research*, 1991, v7, no. 2, Spring, pp. 431-438.
- 1990 Joseph Cherian and Barbara Harris, "Capricious Consumption and the Social Brain Theory: Why Consumers Seem Purposive Even in the Absence of Purpose," 1990 ACR Proceedings, v. 17., pp 218-222.
- 1985 Joseph Cherian and Rohit Deshpande, "The Impact of Organizational Culture on the Adoption of Innovations," 1985 AMA Summer Educators Conference Proceedings, pp. 30-34.
- 1985 Rajendra K. Srivastava, Vijay Mahajan, Sridhar R. Ramaswami and Joseph Cherian, "A Multi-Attribute Diffusion Model for Forecasting the Adoption of Investment Alternatives for Consumers," *Technological Forecasting And Social Change*, 1985, v28, pp. 325-323.

**Presentations** 2015 Elliot, E., Ahmad J. and J. Cherian, "Artrepreneurship and Experiential Learning in Ethnic Markets," (forthcoming) Royal Bank International Research Seminar, Montreal, Canada.

- 2013 Elliot, Esi., A, J. Cherian. A., Jamal (2013) "Value co-creation and Cultural Networking Competence in Ethnic Markets, Global Consumer Behavior and Marketing Strategy, Conference, Montreal, Canada.
- 2012 Elliot, Esi, A., Yazhen Xiao and Joseph Cherian (2012), "Chinese Entrepreneurs in the U.S: Interplay of Social and Cultural Ecosystems," Royal Bank International Research Seminar, Shanghai, China
- 2011 Elliot, Esi A., Joseph Cherian and Hernan Casakin, "Transcultural Tourism and Transforming Consumers," Global Consumer Behavior and Marketing Strategy, Conference, Montreal, Canada
- 2010 Elliot, Esi A. Joseph Cherian and Hernan Casakin (2010), "Cultural Metaphors: Enhancing Consumer Pleasure in Global Servicescapes," Global Marketing Conference, Tokyo, Japan.
- 2010 Cherian, J., Crooker, K., Knight, P., Manion, M. In Dr. Rama Yelkur (Ed.), Are Analyzers Unique? MMA Spring Conference, Spring (**Winner, Best Paper**)
- 2005 Manion, M. and J. Cherian, New Service Development, PDMA conference, 2005, San Diego
- 1998 Cherian, J. and A. Page, Effectiveness and Time Efficiency in New Product Development, *CBIM/ISBM* Conference on Marketing Effectiveness, Atlanta.
- 1998 Cherian, J. and A. Page, Using Data Envelopment Analysis to Characterize Time Efficiency in New Product Development, *PDMA Conference*, Monterey.
- 1997 Cherian, J. and A. Page, Benchmarking Time Efficiency in New Product Development, *INFORMS*, Atlanta
- 1996 Impact of Strength of Ethnic Identification on Diffusion of Innovations, *Southern Marketing Association Conference*, 1996, New Orleans. (Best Paper, Consumer Behavior Track)
- 1994 Donthu, N., J. Cherian, Billboard Advertising, Association of Business Administration, Mexico.
- 1993 Cherian, J., The Percolation of Innovations, Marketing Science Conference, St. Louis, Missouri
- 1991 Cherian, J., N. Donthu, Outdoor Advertising: Defining the Research Agenda, *Association for Consumer Research* New York: New York
- 1991 Donthu, N., J. Cherian, Differences in Perception of Similarity & Dissimilarity, *Marketing Science Conference*, Delaware.
- 1989 Donthu, N., J. Cherian, Perception of Similarity and Dissimilarity, *American Marketing Association*, 1989, Chicago: Illinois.
- 1988 Donthu, N., J. Cherian Comparative Advertising and the Perception of Similarity and Dissimilarity, *ORSA/TIMS Conference*, 1988, Washington: DC.
- 1987 J. Cherian, Organizational Culture in the Diffusion of Innovations, *Academy of Marketing Science*, Miami: Florida.
- Co-Chair** 2008 Co-Chair, Subsistence Marketing Conference on Sustainability (National Conference)

2007 Co-Chair, Research Forum for PDMA (Product Development Management Association), (National Conference)

**Dissertations** (Sampling of dissertations supervised or guided)

(All in Marketing unless noted)

Dawn Schneider (2014) Chair

John Hildebrand (2012) Chair

Akon Ekpo, (2012) Chair

Esi Elliot-Abbam (2012)

Sharmin Attaran, (2011) Chair

Beichen Liang (2008) Chair

Wendy Martin, (2006) Chair

Yili Huang (2004)

A. Klein, (2003) Management

Michael Manion (2003) Chair

Eliza Fredericks 2002

Donavieve Smith 2002

Zhu Zhen 2001

Steve Koernig 1999

Cheryl Nakata 1997

Atul Shrivastava,  
Decision Sciences 1995

Musadik Malik, Pharmacy 1995

Paul Metaxatos,  
Public Policy Analysis &  
Urban Planning 1995

**Reviewer**

AdHoc Journal of Product Innovation Management

AdHoc American Marketing Association Summer Conference

AdHoc Journal of International Consumer Behavior

AdHoc Organizations and Markets in Emerging Economies

**Honors  
(Research)**

2010 Best Paper Award, Midwest Marketing Association Spring Conference

2010- Editorial Review Board, Organizations and Markets in Emerging Economies

2008 Co-Chair, Subsistence Marketing Conference on Sustainability  
Co-Editor of JBR Special Issue Based on Conference  
(Journal of Business Research)

2007 Co-Chair, Research Forum for PDMA (Product Development Management Association), Co-Editor of Proceedings from Conference

1996 Best Consumer Behavior Paper, Southern Marketing Association Conference

1985 AMA Doctoral Consortium Fellow

**Service**

2017- Curriculum Committee Member, Marketing Department, Mendoza College of Business, University of Notre Dame

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SXU

2015-2016 President Elect of Faculty Senate, term to start in 2017  
Department Chair, 2016  
Board of Trustees Finance Committee Member (Faculty Representative of Senate)  
Co-Chair, Institutional Review Board, Saint Xavier University  
Member, Higher Learning Commission Criterion 2 Preparation Committee

2014-2015 Chair, Institutional Review Board, Saint Xavier University

2013-Now Senator, SXU Senate, Graham School of Management Representative  
GSM Curriculum Committee

2013 Member of Board of St. Turibius Catholic School,  
(Charged with increasing school enrollment; School is now closed by Archdiocese).

Member, Planning Committee for Faculty Development Day 2013  
(Met weekly for 3 months to deliver highly appreciated faculty day program).

Member, General Education Committee  
(Currently working on assessment protocols and delivery for HLC)

Member, GSM AACSB Task Force  
(Accreditation visit scheduled for late January 2014).

Member, Assurance of Learning Committee  
(Assurance of learning is a critical component of AACSB accreditation)

2012-Now Member, Assurance of Learning Committee Graham School of Management

2012 IRB Committee, Saint Xavier University  
(Completely rework University IRB Protocols)

Technology Task Force, Saint Xavier University  
(Create a strategic plan for technology capabilities)

AACSB Task Force; Assurance of Learning Committee (Graham School)  
(Prepare school for accreditation visits; prepare/perform outcomes assessment)

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UIC

2011-2012 Chair, College Diversity Strategic Planning Task Force, UIC/CBA  
(Creating strategic plan for college to align with university initiatives)

2010 Faculty Advisor, CBA Administrative Efficiency Task Force  
(Evaluating administrative efficiencies in the college, based on survey)

2009-2010 Co-Chair, College Diversity Strategic Thinking and Planning Task-Force  
(Created the preamble to strategic initiative on diversity)

2007-2008 Member, Senate Committee on Educational Policy  
(Reviews certificates and courses proposed by all colleges)

2006 Faculty Advisor for Marketing Club, formed by MBA students at UIC

1995-2004 Intensely involved in all MBA related activities, including curriculum design,  
strategy and delivery.

2003-2004 Chair, Search Committee for Senior Hire in Marketing

1999-2001 Associate Dean, MBA Programs and Continuing Education  
Responsible for MBA Programs (domestic and China MBA)  
Responsible for Continuing Education Programs  
Taught several courses while doing above

[For the MBA, raised satisfaction scores from 2/5 to 4.5/5, while raising GMAT  
average of incoming class; restructured the curriculum; quadrupled revenues to the  
college from "EMBA" programs; significantly improved management and revenues]

1995-1997 College Computer Committee  
(Oversight of college level computing facilities and planning)

1998 Member of the MBA Blue-Ribbon Committee  
(Strategic Planning for the full-time, part-time and contract MBA programs)

- 1991-1998 Member of the MBA Co-ordinating Committee  
(Did academic planning for the full-time MBA program)
- 1997-1998 College Strategic Planning Committee  
(Mission-driven planning for the college in line with AACSB mandates)
- 1997-1999 Member of Executive Committee of the College of Business  
(Assists dean in decision-making; reviews tenure cases)
- 1994-1997 Graduate Academic Programs Committee  
(Oversight of graduate course additions/deletions, and changes)
- 1996-1998 Member of the UIC Senate  
(The Senate is a University-wide body composed of faculty & administrators;  
members are elected by all faculty in their college)
- 1996-1998 Department Advisory Committee  
(Assists department head in decision-making; reviews department head)

- Consulting**
- 2015 Jubilee Mission Hospital and Medical College, Thrissur, Kerala, India
  - 1992-Now Loyola University Quinlan School of Business Executive Education  
(Curriculum design and delivery for numerous corporate clients)
  - 1991-Now Center for Enterprise Development – SXU partnership starting 2015  
Center for Enterprise Development – UIC partnership until 2015  
(Curriculum design and delivery for certificate programs for small business)

- Honors (Other)**
- 2015 Inducted into Beta Gamma Sigma  
Colleges of Business National Honor Society  
Open only to AACSB accredited schools. This was SXU's first year of having this  
honor society, making me the first faculty member inducted.