
Sudhir Tandon

Associate Professor of Marketing

Interim Department Head (Management & Marketing)

College of Business

Associate Professor - Management & Marketing

Date of Hire: 1991

Date of Last Promotion: 2001

sutandon@pvamu.edu

Professional Interests

Research: Strategic Marketing, Product Management, International Marketing, Marketing Management, Marketing Research

Teaching: Strategic Marketing, Product Management, International

Academic Background

Ph.D. Texas Tech University, Lubbock, Texas, Marketing, 1995

M.S. Southern Illinois University, Carbondale, Illinois, Mining Engineering, 1987

B.S. Indian Institute of Technology, Kharagpur W. Bengal, India, Mining Engineering, 1979

Memberships

American Marketing Association

American Society of Business and Behavioral Sciences

Work Experience

Academic Experience

Interim Department Head, Prairie View A&M University, College of Business (2004 - Present).

Associate Professor, Prairie View A&M University, College of Business (2000 - Present).

Adjunct Instructor, Our Lady of The Lake University at San Antonio (1997 - Present).
Weekend College Executive MBA Program.

Assistant Professor, Prairie View A&M University, College of Business (1995 - 2000).

Instructor, Prairie View A&M University, College of Business (1991 - 1995).

Instructor, Texas Tech University (1989 - 1991).

Non-Academic Experience

Sales Engineer, Ingersoll Rand (India) Ltd. (1981 - 1985).

Mining Engineer, National Mineral Development Co. India (1979 - 1981).

Intellectual Contributions:

Refereed Articles

Debnath, S., Tandon, S., & Pointer, L. L. (in press, 2007). Designing Business School Courses to Promote Student Motivation: An Interdisciplinary Perspective Based upon the Job Characteristics Model and Educational Research. *Journal of Management Education*.

Debnath, S., Gupta, O., Tandon, S., & Rominger, . (2006). Package downsizing: Is it Ethical. *The Journal of Human-Centered Systems and Machine Intelligence*.

Hill, J. C. (2006). Guidelines for Developing a Marketing Plan for Not-For-Profit Organization. *Southwest Business Administration Journal*, 5 (2), 145-161.

Joonas, K., Ruiz, D. S. , & Tandon, S. (2006). An Investigation of the Environmental Beliefs and Attitudes of Business Students: A Study of Two NAFTA Countries. *Southern Business and Economic Journal*, 14, 39-51.

Gupta, O. K., Debnath, S., & Rominger, . (in press, 2006). Package Downsizing: Is It Ethical. *The Journal of Human-Centered Systems and Machine Intelligence*.

Debnath, S., Gupta, O., & Tandon, S. (2005). Instructional Strategies for Motivating Business School Students. *Asia Pacific Management Review*, 10 (1), 60-69.

Tandon, S., Gupta, O., Debnath, S., & Rominger, . (2005). Package Downsizing: Is It Ethical? *The Journal of Human-Centered Systems and Machine Intelligence*.

Tandon, S., Debnath, S., & Gupta, O. (2005). Instructional Strategies for Motivating Business School Students. *Asia Pacific Management Review*, 10 (1), 60-69.

Gupta, O. K., Tandon, S., & Debnath, S. (2004). Instructional Strategies for Motivating Business . *Asia Pacific Management Review*, 10 (1), 60-69.

Refereed Proceedings

Full Paper

Debnath, S., Quddus, M., Quazi, R., & Tandon, S. (2004). Foreign Born Professorate In American Institutions: A Case Study. *Proceedings of the International Academy of Business and Public Administration Disciplines*, 137, 17.

Tandon, S., Quddus, M., Quazi, R., & Debnath, S. (2004). Foreign Born Professorate In American Institutions: A Case Study. *The International Academy of Business and Public Administration Disciplines (137)*, 17.

Tandon, S., Gupta, O., & Debnath, S. (2003). Package downsizing: Is it ethical? *AIMS International conference on Management*.

Presentation of Refereed Papers

National

Tandon, S., Quddus, M., & Debnath, S. (2004). *Foreign Born Professorate In American Institutions: A Case Study*. Presented at Southern Economic Association, Corpus Christie, Texas.

Debnath, S., Quddus, M., & Tandon, S. (2004, March). *Foreign-born Professorate in American Institutions: A Case Study*. Presented at Southwestern Economics Association, Corpus Christi, Texas.

Tandon, S. (2004, March). *Foreign Born Professorate In American Institutions: A Case Study*. Presented at IABPAD Conference, Tunica, Mississippi.

Dissertation

The Effect of Behavioral and Organizational Factors on Product Managers' Job-Related Outcomes

Service:

Service to the University

College assignments:

Chair:

2003-2004: Graduate Committee

Member:

2008-2009: Mission and Strategic Planning

2006-2007 through 2008-2009: New Building Planning Taskforce

2006-2007 through 2008-2009: Student Recruitment and Retention Taskforce

2006-2007 through 2007-2008: Accreditation Committee

2006-2007 through 2007-2008: Graduate Committee

2005-2006 through 2007-2008: College of Business Faculty

2004-2005: Graduate Committee

2004-2005: New Building Planning Taskforce

2004-2005 through 2008-2009: Business Council

2004-2005 through 2007-2008: Mission and Objectives

2004-2005 through 2005-2006: Recruitment and Retention Committee

Service to the Profession

Member: Committee/Task Force

2005: BIE Annual Director's Meeting, Participated in BIE Annual Director's Meeting, Quebec City, Canada (International).

Faculty Development

Other Professional Development

2005: BIE Annual Directors Meeting, Quebec City, Canada, July 6-8, 2005. Quebec city, Canada.

Professional Seminars / Workshops

2006: American Council on Education Workshop for Department/Division Chairs at Austin, Nov.1-4, 2006. Austin, Texas.

Honors-Awards-Grants

Honors:

1996: Fellow, Nissan Motor Company.

1991: Fellow, American Marketing Association Doctoral Consortium.

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